

SANTA CLARA CREATIVE REVIEW 2

DECEMBER 12, 2014



GOAL OF THE CITY OF SANTA CLARA REBRAND

Promote economic growth,
while encouraging pride
in the community.



THE PROGRESS

I. Research Phase

- HBSCP research
- Red Peak preliminary analysis

II. Strategy Phase

- Brand Positioning
- Tagline Exploration

III. Creative Phase

- First Design Review
- Second Round Design Review
- Final Design / Identity Review
- Template/Guideline Formalization

PROGRESS TO DATE

- After research and feedback from both the Marketing Committee and City Council, we reached a positioning for the City of Santa Clara emphasizing its centrality.
- Community and employee survey results, research and creative exploration helped us narrow down to two tagline options.
- The City Council approved our recommendation of moving forward with “Find Your Mission Here” and “Center of What’s Possible.”
- Last month, we reviewed a wide range of preliminary designs for these two taglines.

OBJECTIVES OF TODAY'S SESSION

- Review three updated design routes.
- Choose one tagline and one design route.

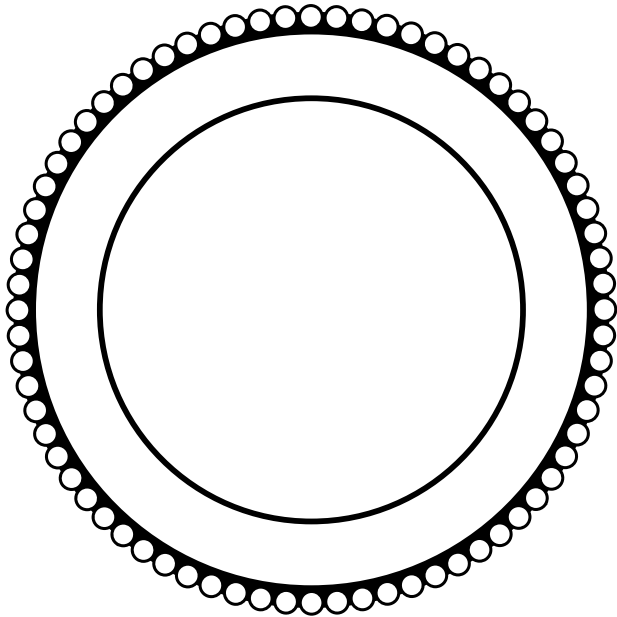
SEAL

SEAL EXISTING

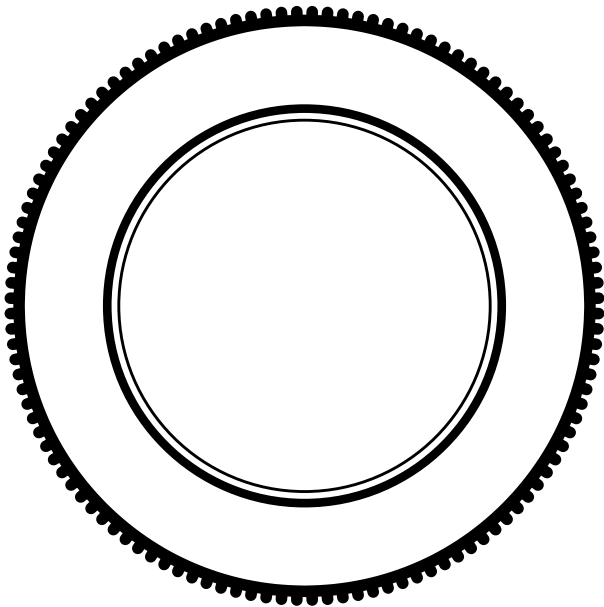


SEAL FRAME OPTIONS

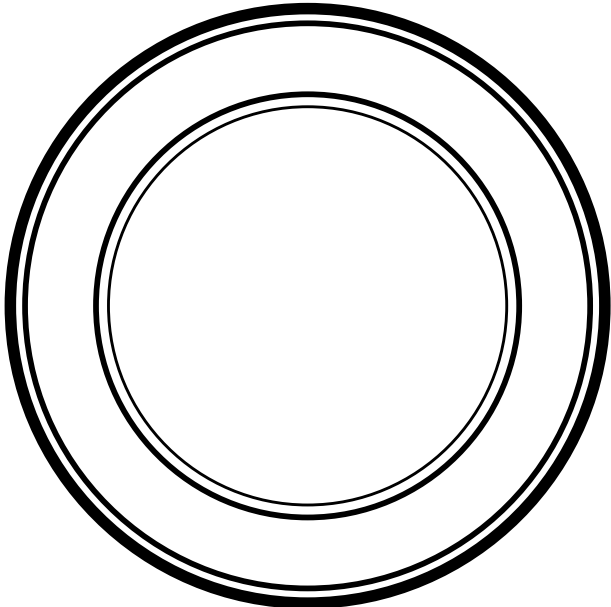
01



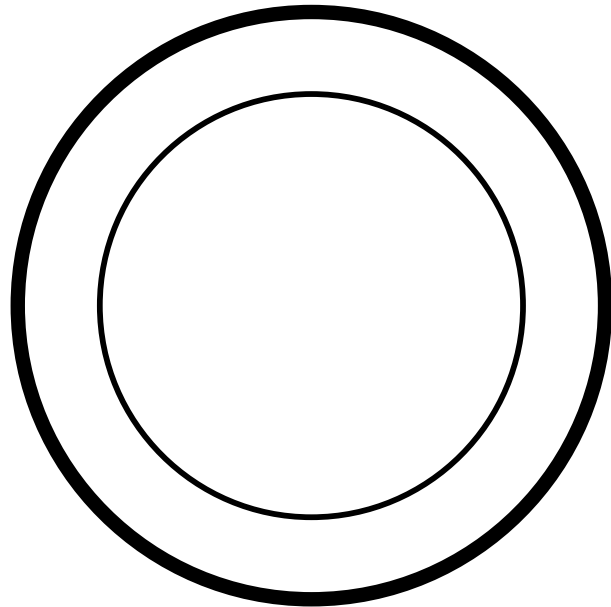
02



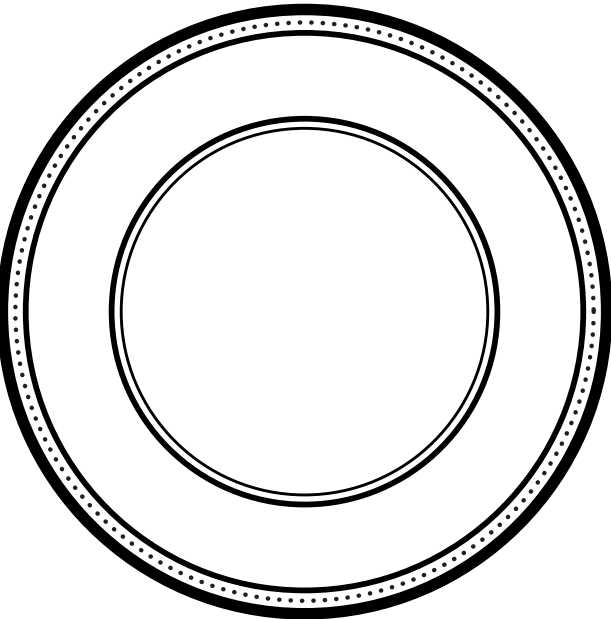
03



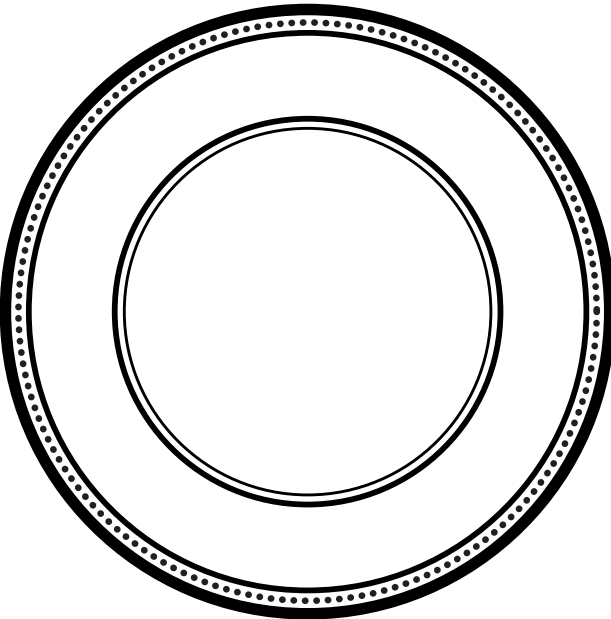
04



05

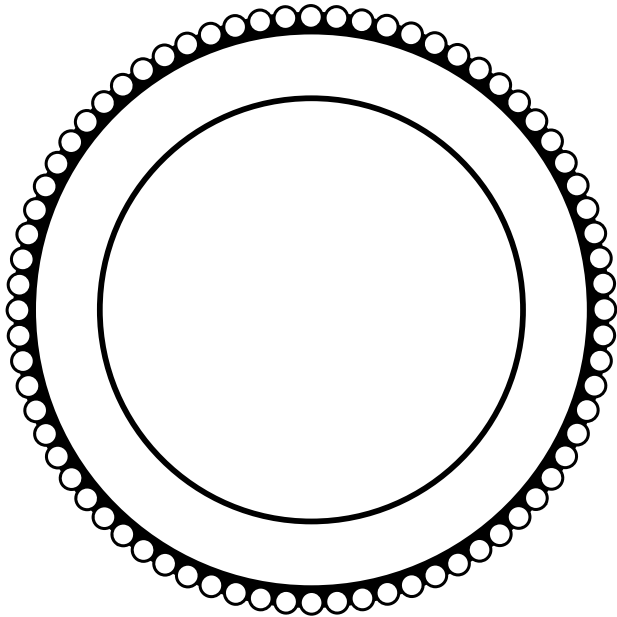


06

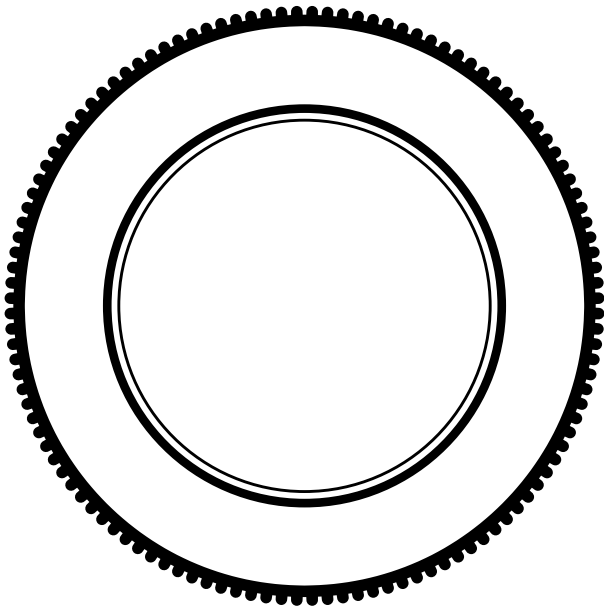


SEAL FRAME OPTIONS

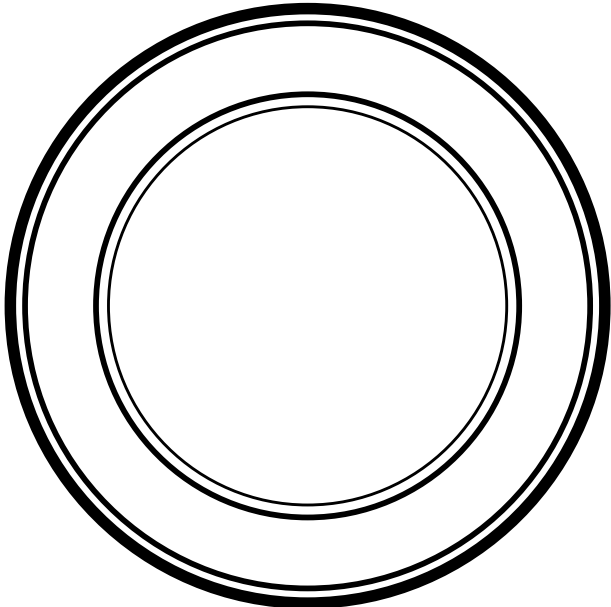
01



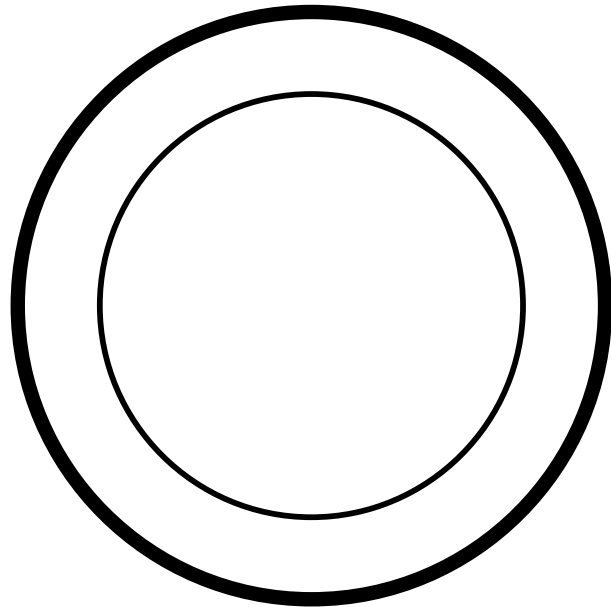
02



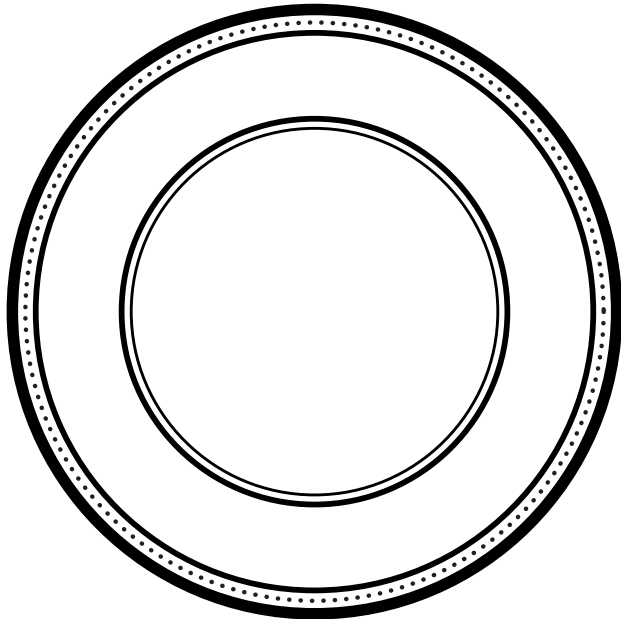
03



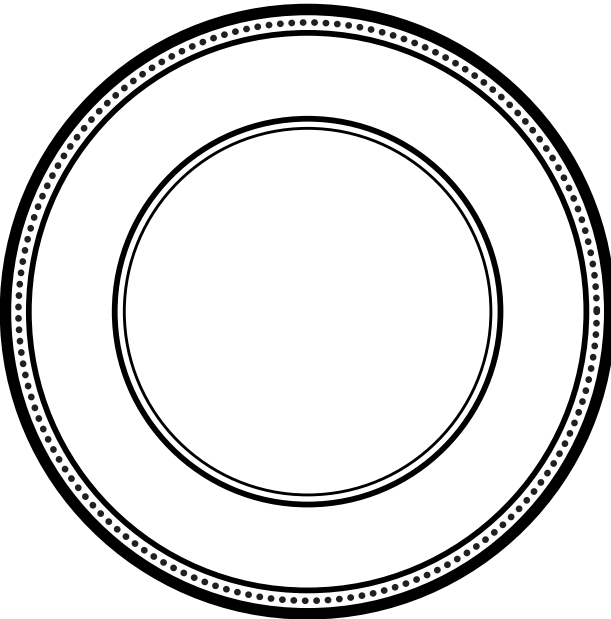
04



05 ★



06



SEAL TYPE OPTIONS

01 ★



02



03



04



05



06



SEAL TYPE PLACEMENT OPTIONS

07



08



09 ★



10



11



12



SEAL ART OPTIONS

01 ★



02 ★



03



04



05



06



SEAL



Existing seal



Proposed seal (full color)



Proposed seal (one color)

FIND YOUR MISSION HERE

OPTION 01

OPTION 02

OPTION 03

OPTION 04

LOGO



City of Santa Clara

LOGO AND TAGLINE



Find Your
Mission
Here.

TAGLINE ANIMATION

Find Your
Happiness
Here.

Find Your
Success
Here.

Find Your
Getaway
Here.

Find Your
Mission
Here.

LOGO DEPARTMENTS



City of Santa Clara
Police Department



City of Santa Clara
City Manager's Office



City of Santa Clara
Library



City of Santa Clara
Parks & Recreation

TYPOGRAPHY PREVIOUSLY SHOWN

Start a business
in the city with big
opportunities
around every corner.

Find Your
Mission
Here.

start a business
in the city with big
opportunities
around every corner.

Find Your
Mission
Here.

Start a business
in the city with big
opportunities
around every corner.

Find Your
Mission
Here.

start a business
in the city with big
opportunities
around every corner.

Find Your
Mission
Here.

TYPOGRAPHY SUMMARY

Previously shown

opportunities

Option 1 **Recommended**

opportunities

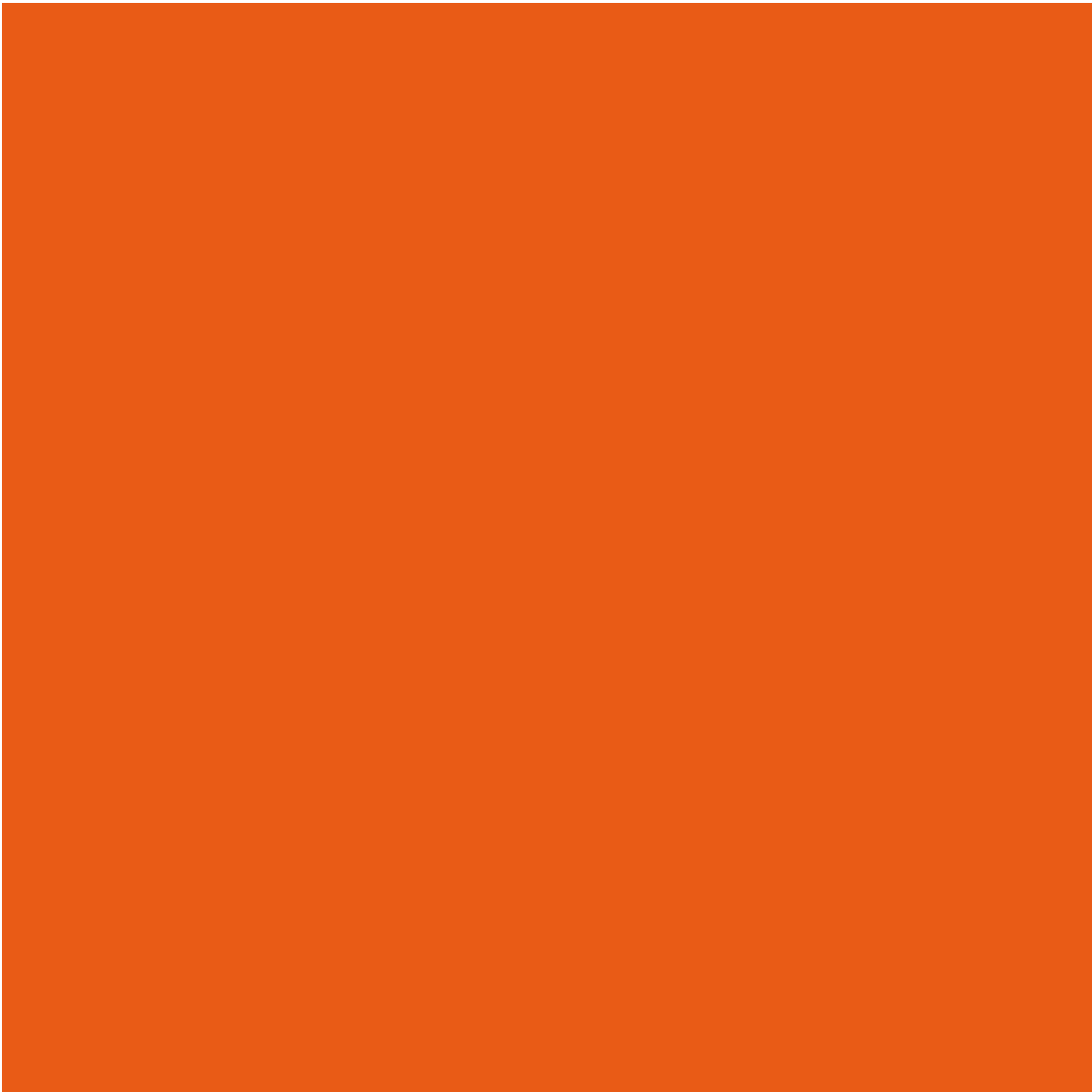
Option 2

opportunities

Option 3

opportunities

COLOR



STATIONERY

Find Your
Mission
Here.



Jamie L. Matthews

MAYOR

D 408 615 2250 F 408 241 6771

MayorandCouncil@santacalaraca.gov

1500 Warburton Avenue | Santa Clara, CA 95050

Find Your
Mission
Here.



City of Santa Clara

Find Your
Mission
Here.

Dear James Nytes,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima.

Best regards,
Jamie L. Matthews
MAYOR

D 408 615 2250 F 408 241 6771

MayorandCouncil@santacalaraca.gov

1500 Warburton Avenue | Santa Clara, CA 95050

26

LOCKUP SILICON VALLEY POWER



City of Santa Clara
Find Your **Mission** Here.



City of Santa Clara
Find Your **Mission** Here.

JANE DOE
123 ANY STREET
MOUNTAIN VIEW CA 94039

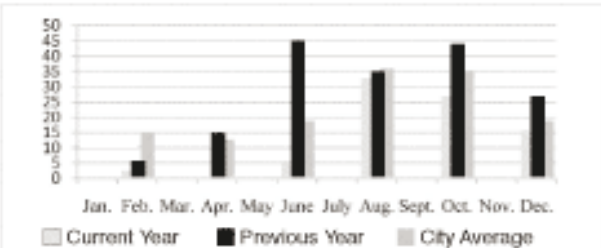
UTILITY BILL

Billing Inquires: (000) 123-4567
Water/Wastewater Emergency: (000) 123-4567
After Hrs. Emergency (after 5pm): (000) 123-4567
To Pay Automatically: (000) 123-4567
www.DirectPaymentPlan.com

Account Information

Account Number: 1234-567890.00
Customer Name: JANE DOE
Service Address: 123 ANY STREET
Bill Date: 02/01/2011
Service From: 11/23/2010
Service To: 01/20/2011
Days In Billing Period: 59
Payment Due By: 03/03/2011
Total Amount Due: \$100.45

Water	Rate/Unit	Units Used	Cost
Tier 1	1.654	2.0000	3.31
Tier 2	3.407		0.00
Tier 3	6.769		0.00



Water Usage	Usage	Days	Gallons/Day
Current Period	2	59	25
Prior Period	15	60	187
Same Period Last Year	5	63	59
Water Meter Readings:			
Current	1447	Prior	1445
		Total	2

Bill Details	
Water	3.31
Meter Charge	10.84
Sewer	48.40
Residential 32 Gal	37.90
Subtotal	100.45

Prior Balance	138.08
Payments	-138.08
Total Due	100.45

Water Conservation (650) 903-6216
www.conservewater.mountainview.gov
Enter to Win a Free Clothes Washer
Call SCVWD @ 408-265-2607 ex 2554

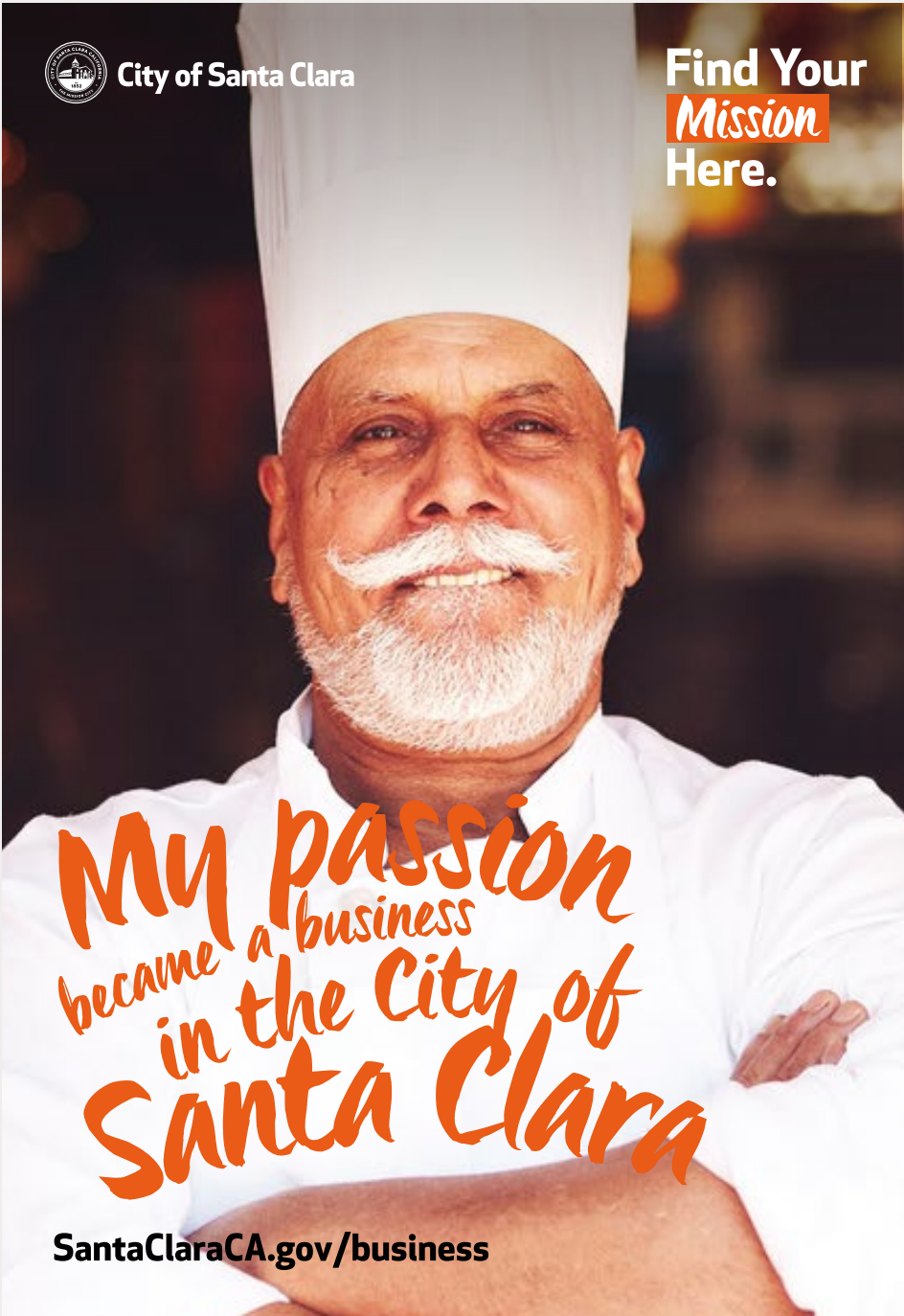
Automatic Bill Payment
Go to www.DirectPaymentPlan.com or
call 650 903-6317 for details.

*** Please return this portion with Payment***

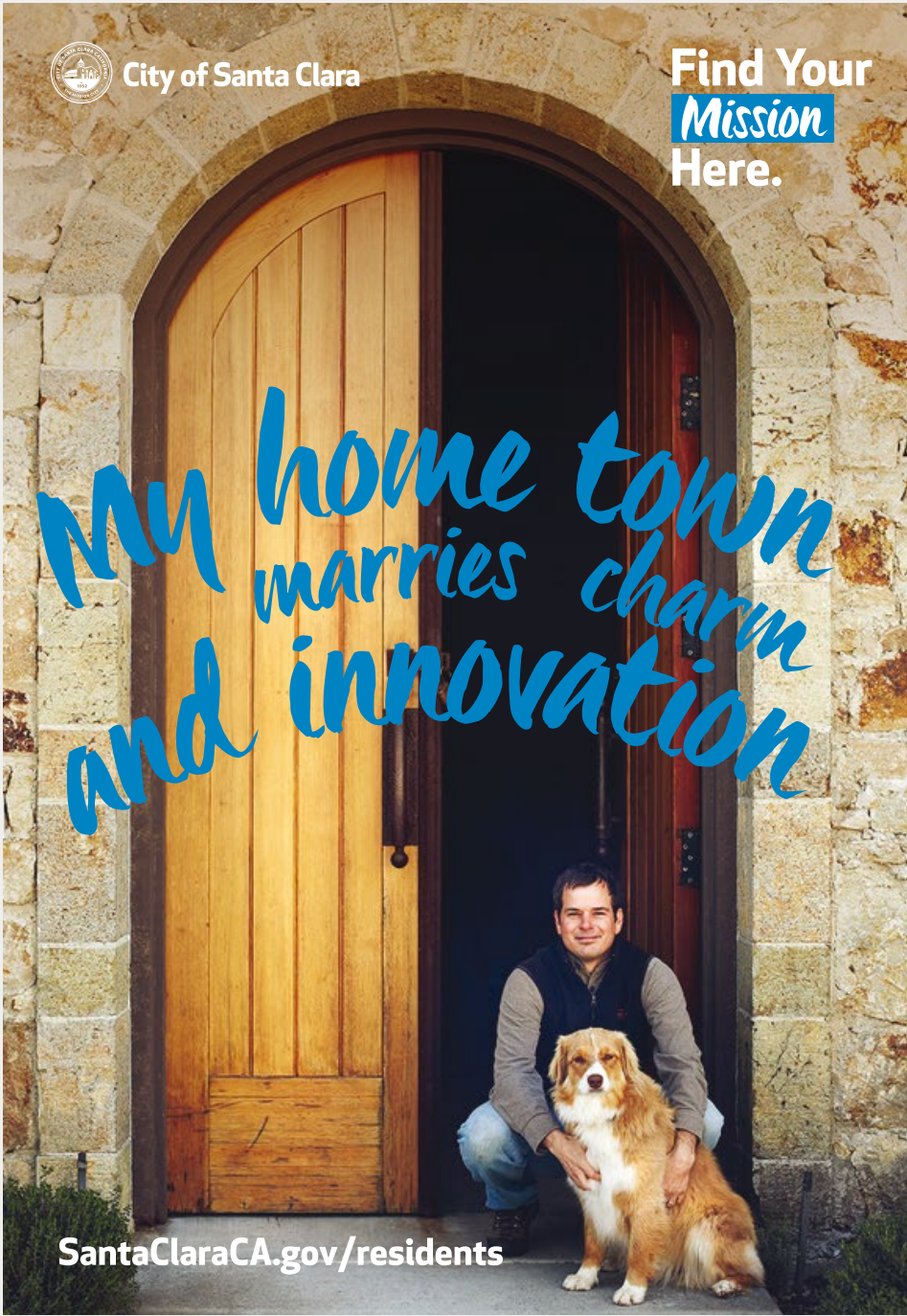
CITY OF SANTA CLARA
FILE No 73015
P.O. Box 60000
SANTA CLARA, CA

Name: JANE DOE
Address: 123 ANY STREET
Account #: 1234-567890.00
Due Date: 03/03/2011
Total: \$100.45

POSTER PEOPLE



Business



Residents



Visitors

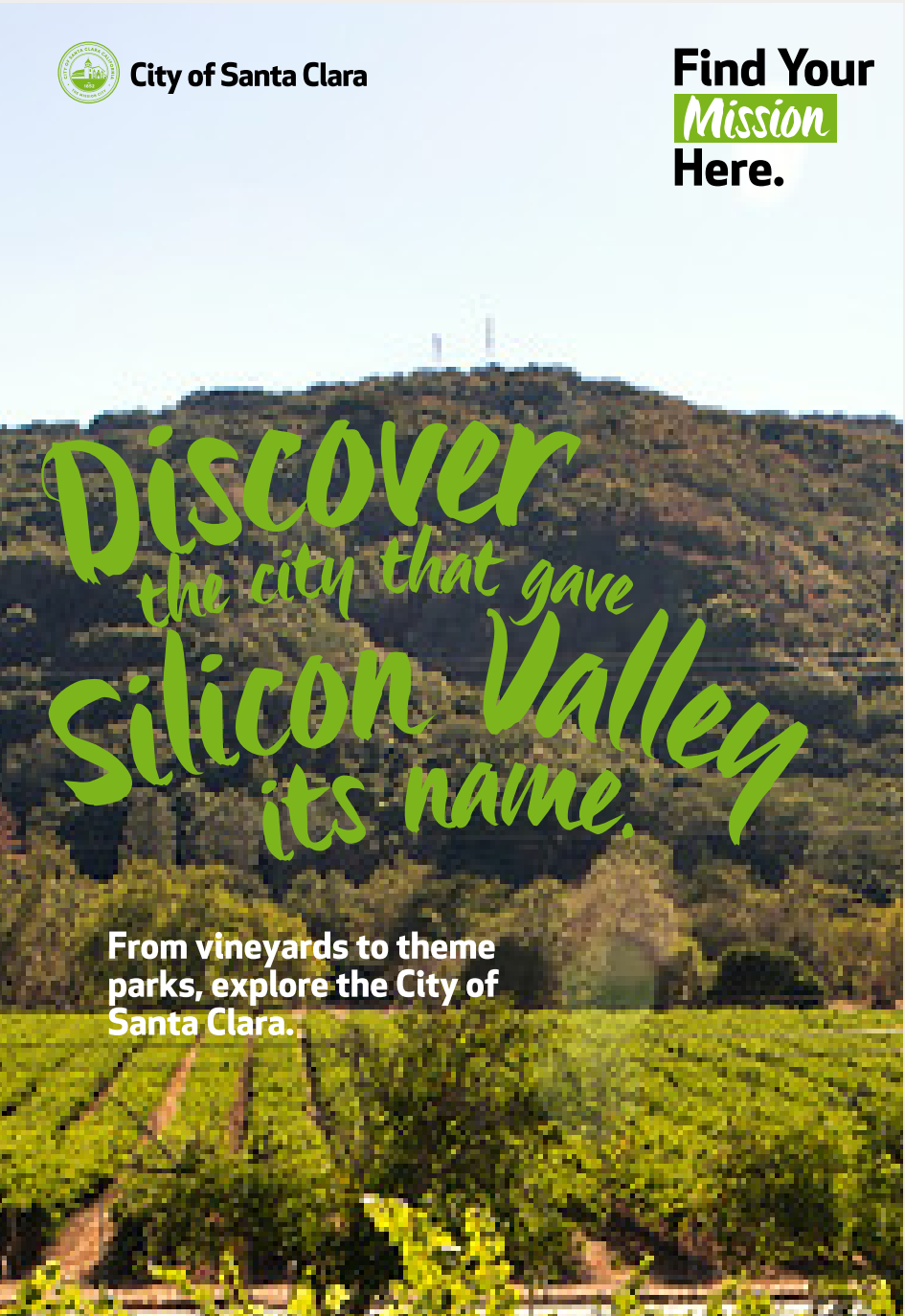
POSTER PLACES



Business



Residents



Visitors

POSTER ALL TEXT

City of Santa Clara

Find Your
Mission
Here.

The most
convenient
place
to convene.

Your convention belongs
in the center of Silicon Valley.

Business


City of Santa Clara

Find Your
Mission
Here.

A city to call
home.

Voted the 11th most livable
city in America, visit
SantaClaraCA.gov to discover
everything we have to offer
your family.

Residents

City of Santa Clara

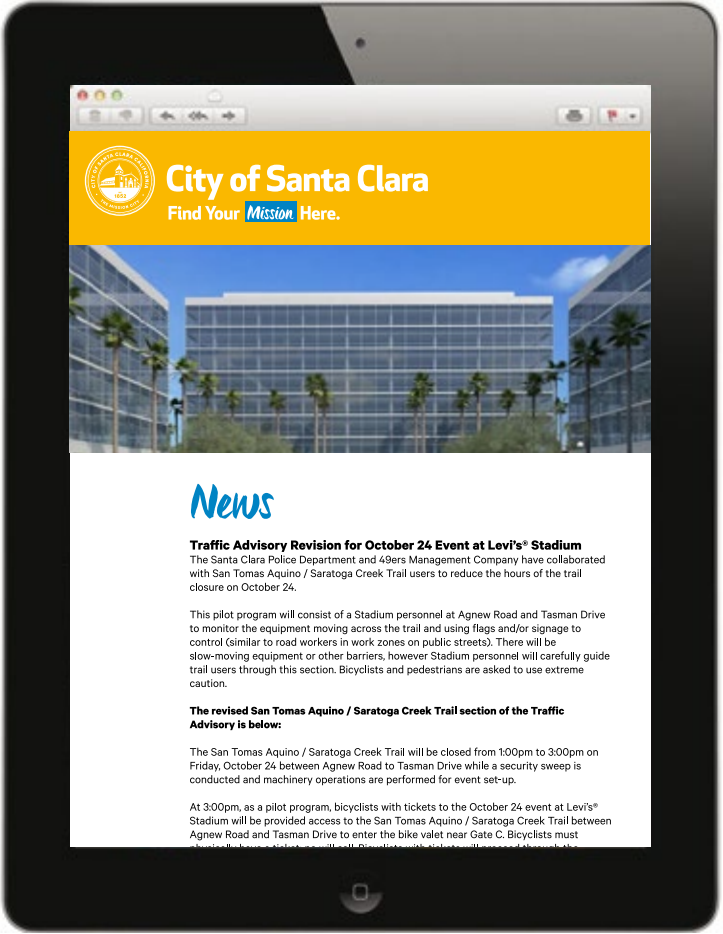
Find Your
Mission
Here.

Discover a getaway
in the center of Silicon
Valley.

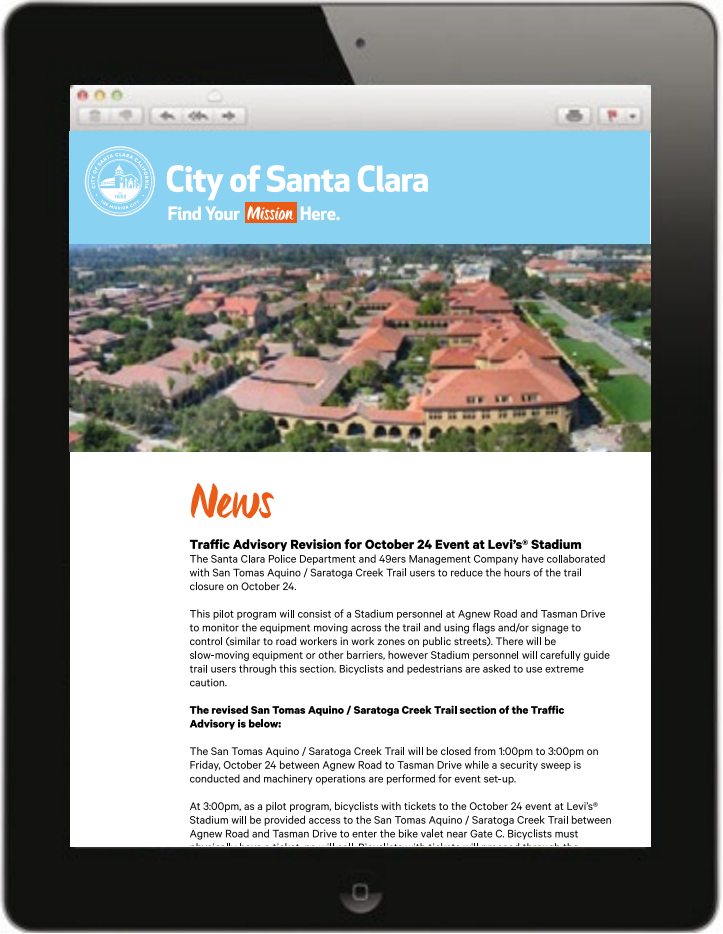
Root for the 49ers. Taste
new flavors at the Art and
Wine festival. Get chills at
Great America theme park.
SantaClaraCA.gov/visit

Visitors

WEB BUSINESS

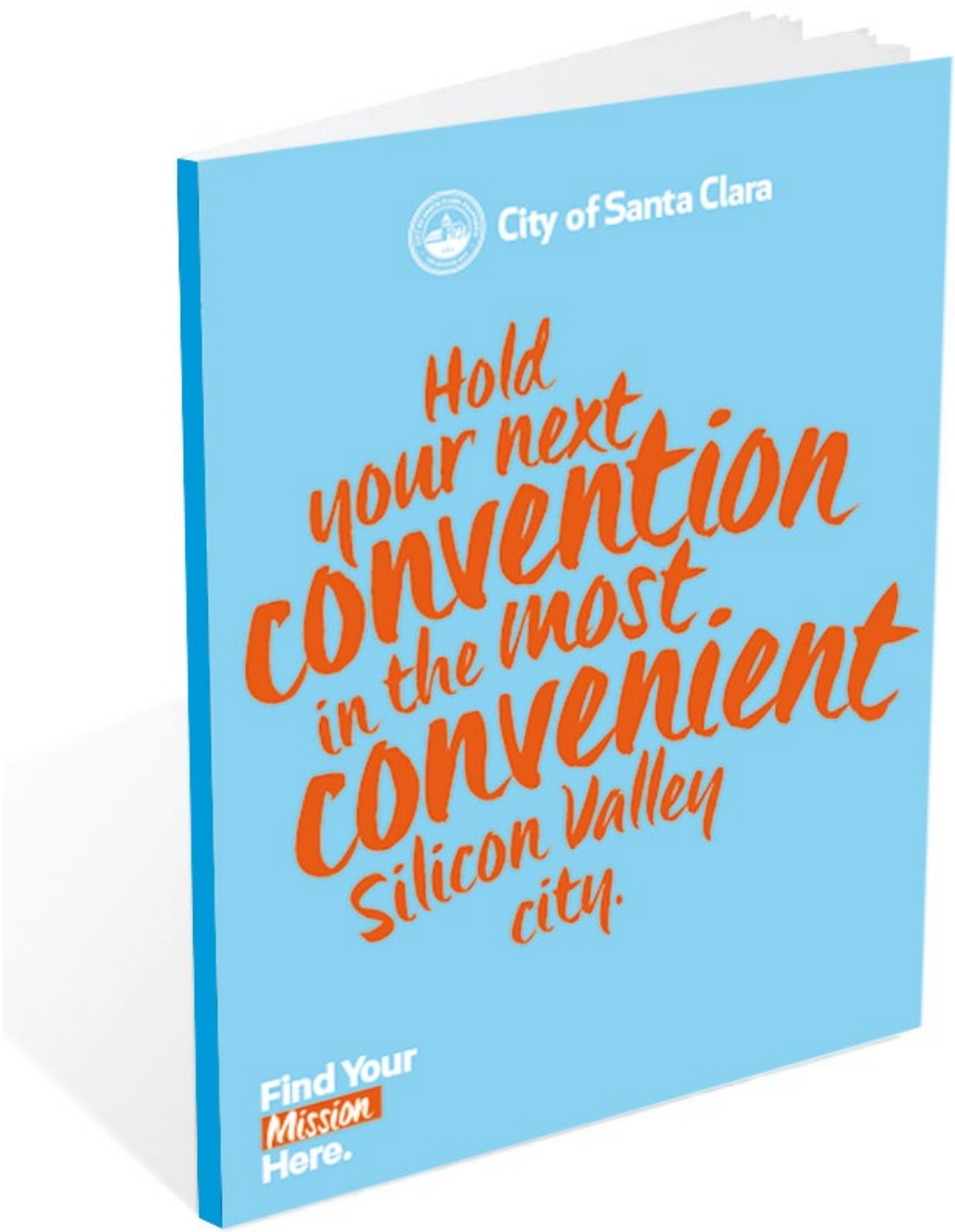


WEB RESIDENTS



WEB VISITORS





BANNER

Come
here.
Stay
here.
Dream
here.



City of Santa Clara



Find Your
Mission
Here.

OPTION 02

QUESTION

ANSWER

LOGO



LOGO AND TAGLINE



FIND YOUR MISSION HERE

LOGO AND TAGLINE DEPARTMENTS



**City of
Santa Clara**
POLICE



**City of
Santa Clara**
CITY MANAGER’S OFFICE

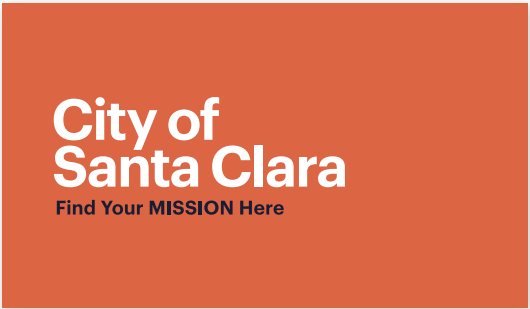
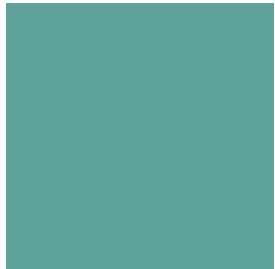
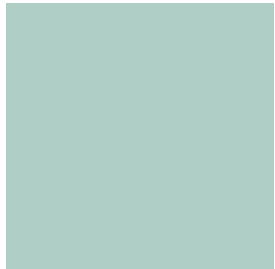


**City of
Santa Clara**
PARKS & RECREATION



**City of
Santa Clara**
LIBRARY

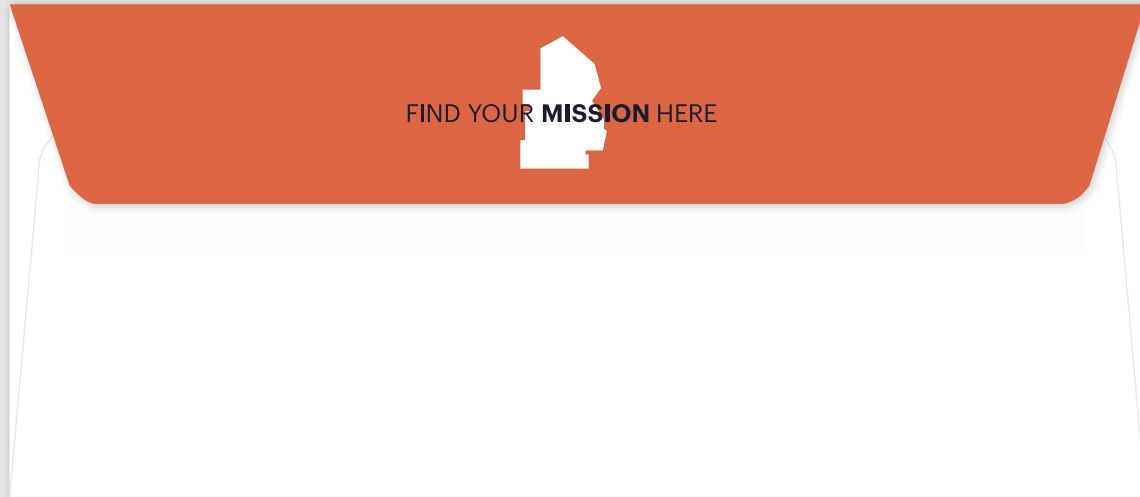
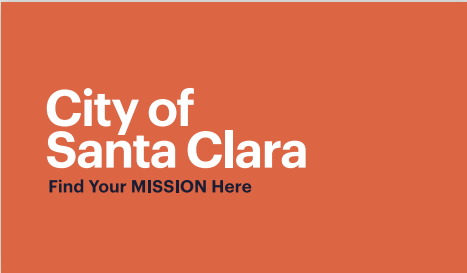
COLOR



MAP



STATIONERY



LOCK UP SILICON VALLEY POWER



City of Santa Clara





**City of
Santa Clara**



**SILICON
VALLEY
POWER**

SERVICE ADDRESS		
1888 Clay St., Santa Clara, CA 95050		
ACCOUNT NUMBER	BILL DATE	DUE DATE
000.0000.00	03/10/2009	04/25/2009
AMOUNT DUE		AMOUNT PAID
\$324.22		\$



ADDRESSEE
*****AUTO**5-DIGIT 86301 1-28 JOHN Q. PUBLIC 1234 ANYWHERE USA CITY, STATE ZIP 

REMIT TO
ANY CITY USA ADDRESS CITY, STATE ZIP 

UTILITY BILLING STATEMENT

SERVICE LOCATION		ACCOUNT NO.	BILL DATE	DUE DATE
1234 ANYWHERE USA		000.0000.00	03/10/09	04/25/09
SERVICE PERIOD		METER READINGS		CURRENT USAGE
FROM	TO	PRESENT	PREVIOUS	LAST PAYMENT DATE
03/09/2009	04/12/2009	12,133	11,967	08/18/2004
DESCRIPTION				CURRENT
CURRENT BILL:				
WATER				189.70
SEWER				94.62
SANITATION				23.39
LANDFILL FEE				16.51
MISCELLANEOUS				
Total Current Month				324.22
PREVIOUS BILL:				
PREVIOUS BALANCE				361.59
Payment - Thank You.				361.59 CR
BILLING OFFICE HOURS: 7:30 a.m. to 4:30 p.m. Monday - Friday. Utility Bill Inquiries (XXX) XXX-XXXX or (XXX) XXX-XXXX All Other Inquiries: (XXX) XXX-XXXX				TOTAL AMOUNT DUE
				\$324.22

----- BULLETIN BOARD -----

MESSAGE AREA HERE - Sample message:

DON'T BE A POLLUTER - RECYCLE YOUR COMPUTER! ONE-DAY COLLECTION EVENT ON SATURDAY, MAY 22, 2009
 9:00 a.m. - 3:00 p.m. AT 1234 BEST USA PARK, QUESTIONS? CALL OUR OFFICE AT (XXX) XXX-XXXX, Ext. XXX.

FOR LOCAL UPCOMING EVENTS, CHECK OUR WEBSITE FOR MORE INFORMATION AT: WWW.ANYCITYUSA.COM

ANY CITY USA • Address • City, State Zip



**Silicon Valley
Power**
CITY OF SANTA CLARA

44

POSTERS ALL TEXT



City of
Santa Clara

A city
with a
START-UP
state of
mind



FIND YOUR
MISSION HERE

[SantaClaraCA.gov/business](https://santacruz.ca.gov/business)

Business



City of
Santa Clara

A city
to call
HOME



FIND YOUR
MISSION HERE

Voted the 11th most livable city
in the entire country, visit
[SantaClaraCA.gov](https://santacruz.ca.gov) to discover
everything the City of Santa Clara
has to offer your family.

[SantaClaraCA.gov/residents](https://santacruz.ca.gov/residents)

Residents



City of
Santa Clara

PLAY
and **STAY**
in the City
of Santa
Clara



FIND YOUR
MISSION HERE

[SantaClaraCA.gov/visit](https://santacruz.ca.gov/visit)

Visitors

POSTERS WITH THE MAP



City of
Santa Clara

FIND YOUR MISSION HERE

Be part of the


GATEWAY VILLAGE

development.



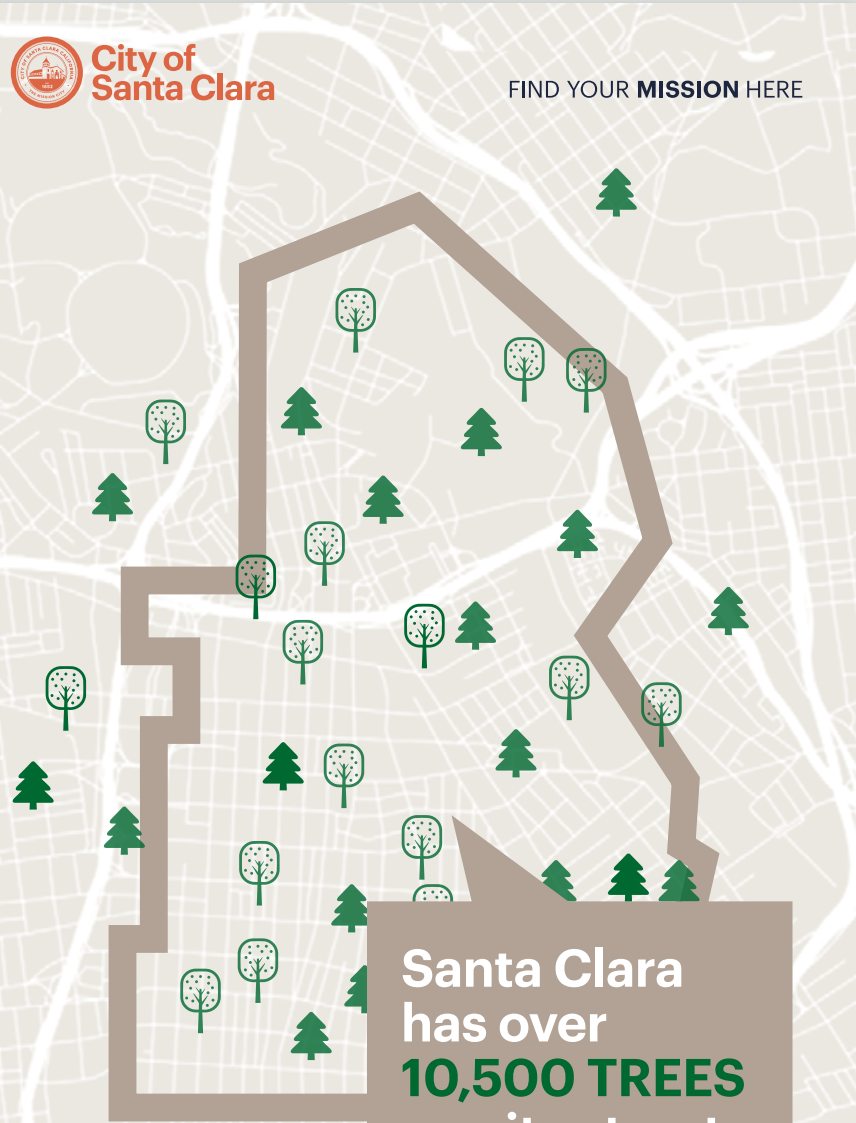
SantaClaraCA.gov/business

Business



City of
Santa Clara

FIND YOUR MISSION HERE



Santa Clara
has over
10,500 TREES
on city streets.

SantaClaraCA.gov/residents

Residents



City of
Santa Clara

FIND YOUR MISSION HERE



1. Lorem BOOKS mipsum
2. Dolor SHOP ametor sit

3. Consec tetue CAFE
4. Adipisc MONUMENT

5. Lorem BOOKS m ipsum
6. Dolor SHOP ametor sit

SantaClaraCA.gov/visit

Visitors

POSTERS WITH THE MAP



Business




Residents



Visitors


POSTERS COMMUNITY OUTREACH



City of
Santa Clara

FIND YOUR MISSION HERE

City of
Santa Clara is...



SantaClaraCA.gov/newsandevents



City of
Santa Clara

FIND YOUR MISSION HERE

City of
Santa Clara is...



SantaClaraCA.gov/newsandevents



City of
Santa Clara

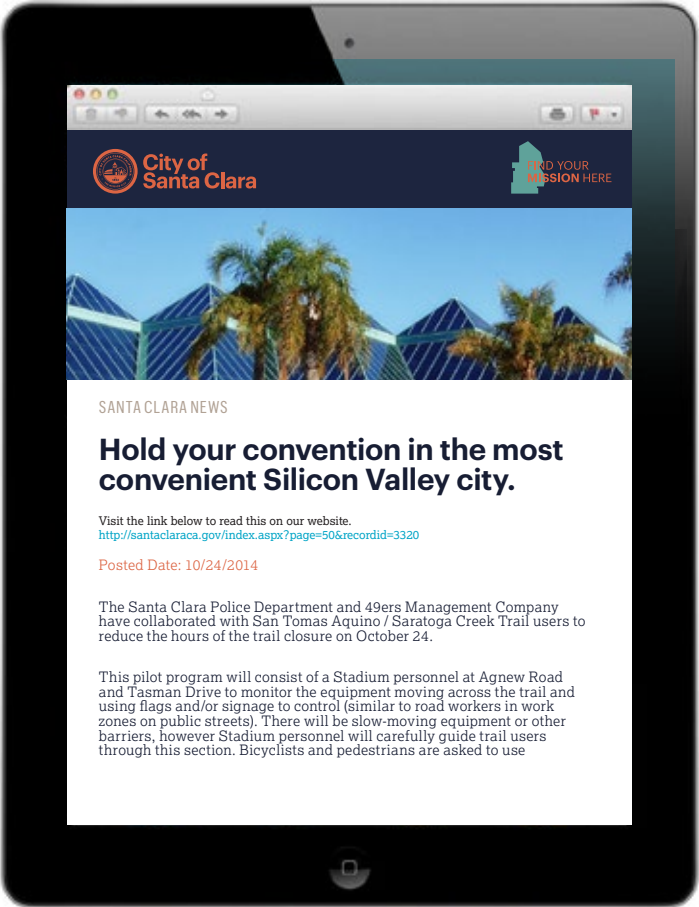
FIND YOUR MISSION HERE

City of
Santa Clara is...

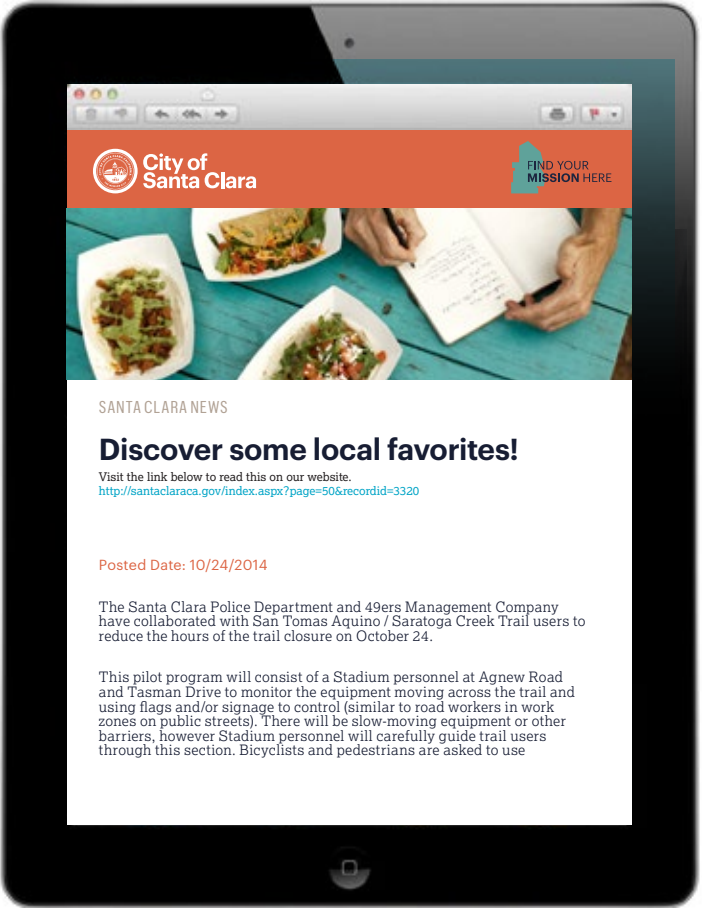


SantaClaraCA.gov/newsandevents

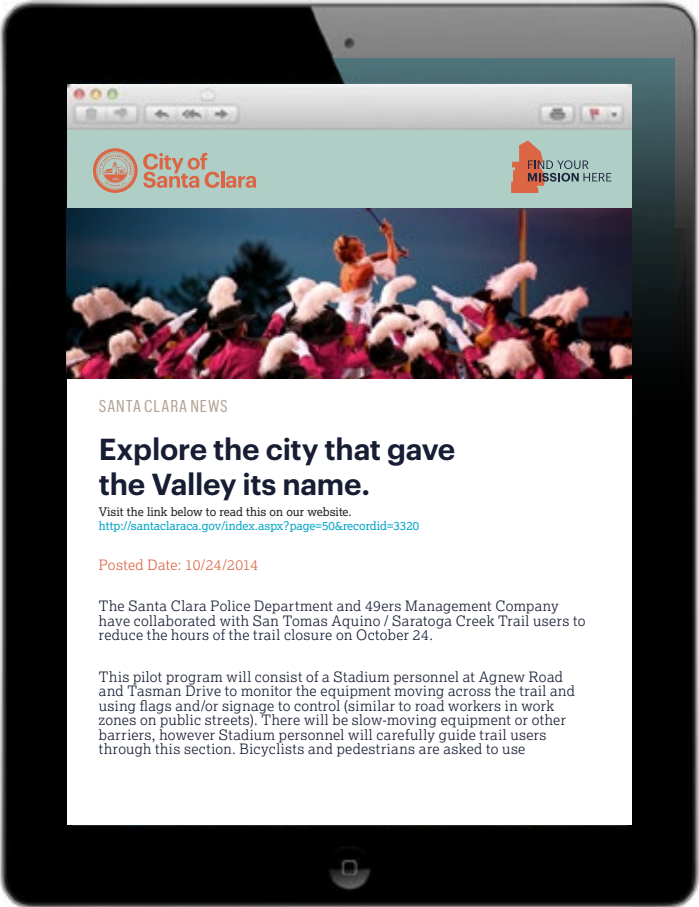
WEB BUSINESS



WEB RESIDENTS



WEB VISITORS



BROCHURE





OPTION 03

OPTION 03

OPTION 03

OPTION 03

LOGO OPTIONS



LOGO



Option 1



Option 2



Option 3



Option 4

LOGO AND SEAL



Use for official documents



Use for marketing materials

LOGO AND TAGLINE DEPARTMENTS



**Police
Department**



**City Manager's
Office**



**Parks and
Recreation**




Library


LOGO WITH GRAPHIC ELEMENTS



STATIONERY





Jamie L. Matthews
MAYOR



D 408.615.2250 F 408.241.6771
MayorandCouncil@santacalaraca.gov
1500 Warburton Ave., Santa Clara, CA 95050

CITY OF SANTA CLARA
1500 Warburton Ave.,
Santa Clara, CA 95050





Dear James Nytes,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima.

Best regards,
Jamie L. Matthews
MAYOR

D 408.615.2250 F 408.241.6771
MayorandCouncil@santacalaraca.gov
1500 Warburton Ave.,
Santa Clara, CA 95050

LOCK UP SILICON VALLEY POWER



SERVICE ADDRESS		
1888 Clay St., Santa Clara, CA 95050		
ACCOUNT NUMBER	BILL DATE	DUE DATE
000.0000.00	03/10/2009	04/25/2009
AMOUNT DUE		AMOUNT PAID
\$324.22		\$

ADDRESSEE

*****AUTO**5-DIGIT 86301 1-28

JOHN Q. PUBLIC
1234 ANYWHERE USA
CITY, STATE ZIP

REMIT TO

ANY CITY USA
ADDRESS
CITY, STATE ZIP

UTILITY BILLING STATEMENT

SERVICE LOCATION		ACCOUNT NO.		BILL DATE	DUE DATE
1234 ANYWHERE USA		000.0000.00		03/10/09	04/25/09
SERVICE PERIOD		METER READINGS		CURRENT USAGE	LAST PAYMENT DATE
FROM	TO	PRESENT	PREVIOUS	166,000	08/18/2004
03/09/2009	04/12/2009	12,133	11,967		
DESCRIPTION				CURRENT	TOTAL
CURRENT BILL:					
WATER				189.70	
SEWER				94.62	
SANITATION				23.39	
LANDFILL FEE				16.51	
MISCELLANEOUS					
Total Current Month				324.22	324.22
PREVIOUS BILL:					
PREVIOUS BALANCE				361.59	
Payment - Thank You.				361.59 CR	
BILLING OFFICE HOURS: 7:30 a.m. to 4:30 p.m. Monday - Friday. Utility Bill Inquiries (XXX) XXX-XXXX or (XXX) XXX-XXXX All Other Inquiries: (XXX) XXX-XXXX					TOTAL AMOUNT DUE
					\$324.22

BULLETIN BOARD

MESSAGE AREA HERE - Sample message:

DON'T BE A POLLUTER - RECYCLE YOUR COMPUTER! ONE-DAY COLLECTION EVENT ON SATURDAY, MAY 22, 2009
9:00 a.m. - 3:00 p.m. AT 1234 BEST USA PARK, QUESTIONS? CALL OUR OFFICE AT (XXX) XXX-XXXX, Ext. XXX.

FOR LOCAL UPCOMING EVENTS, CHECK OUR WEBSITE FOR MORE INFORMATION AT: WWW.ANYCITYUSA.COM

ANY CITY USA • Address • City, State Zip

POSTERS ICONS



Business

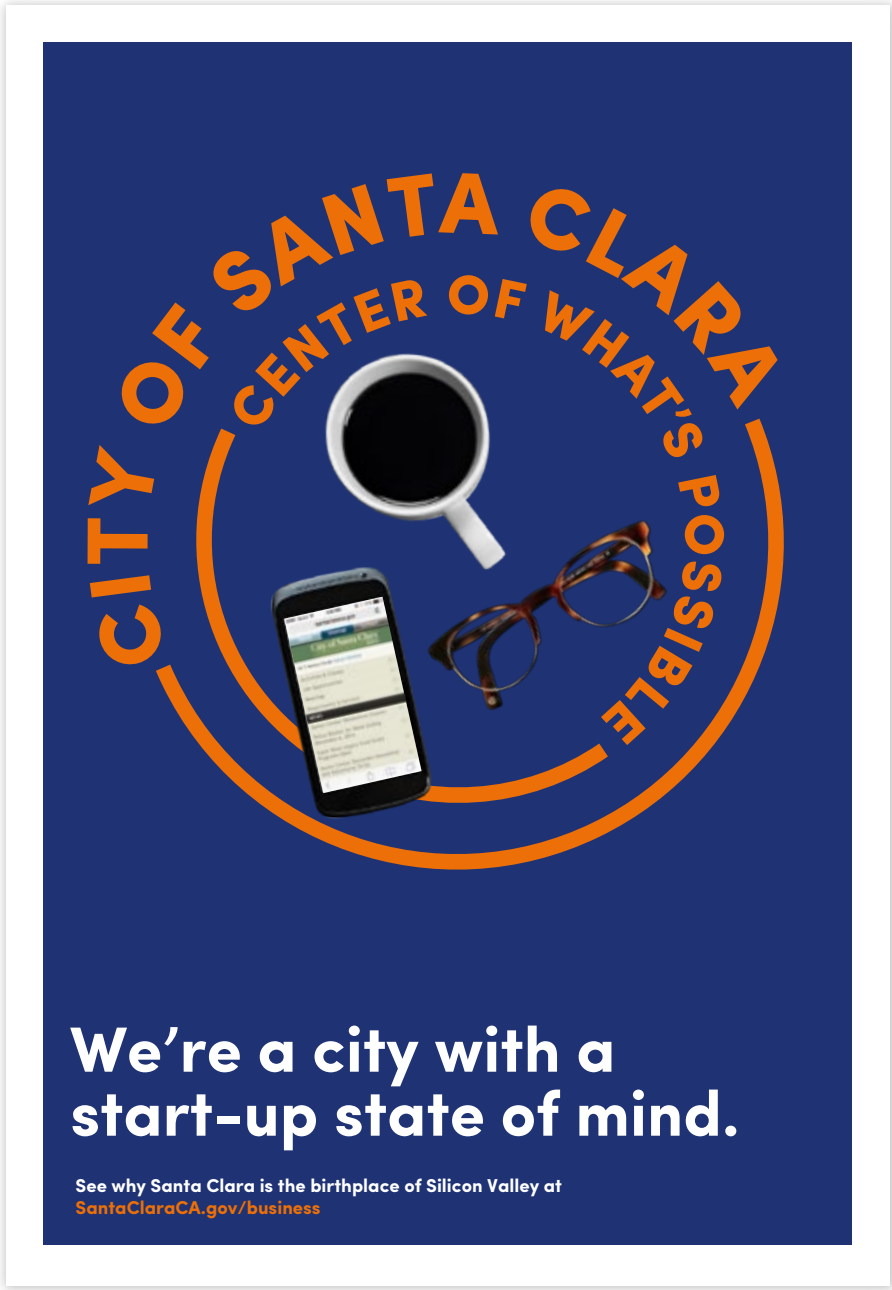


Residents



Visitors

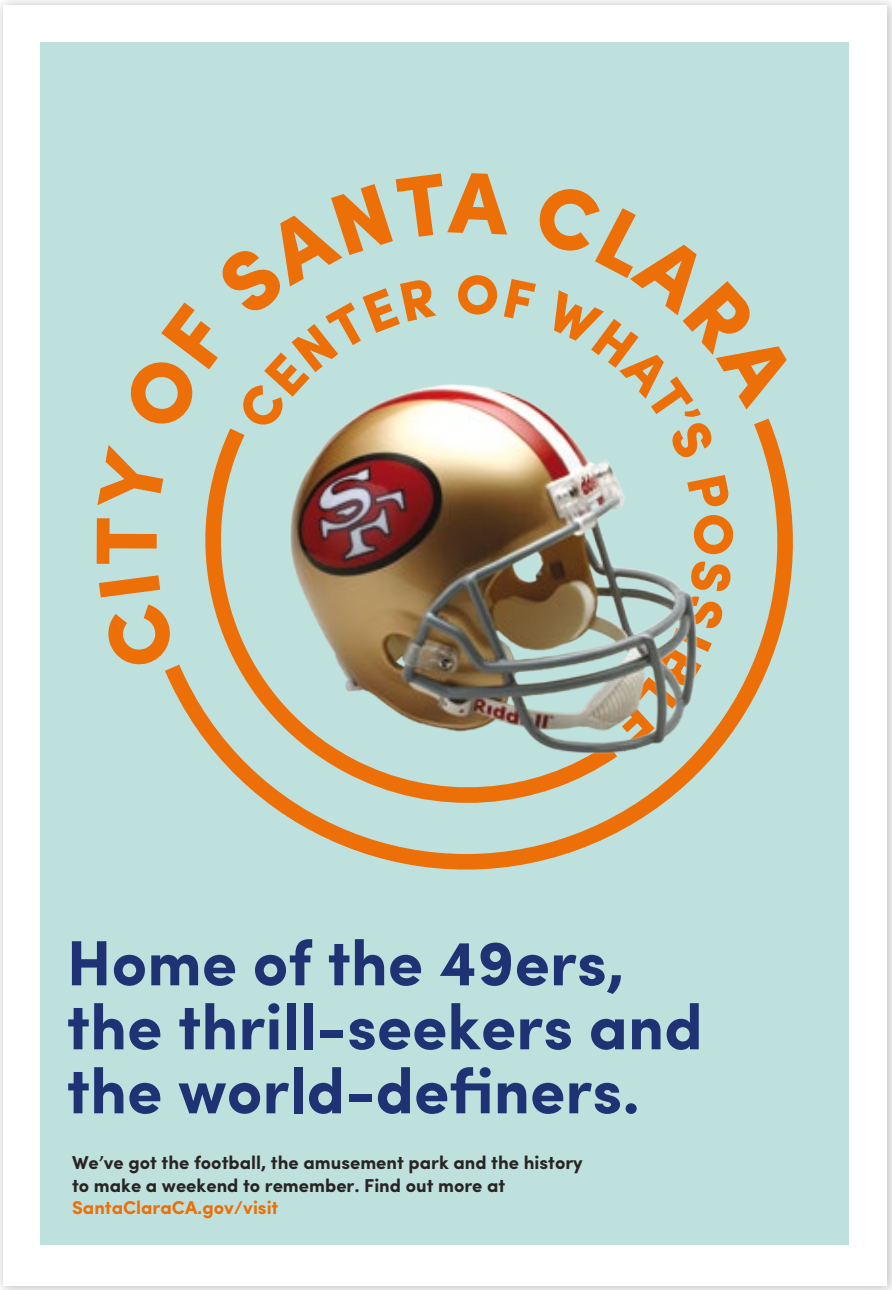
POSTERS SILHOUETTED PHOTOS



Business

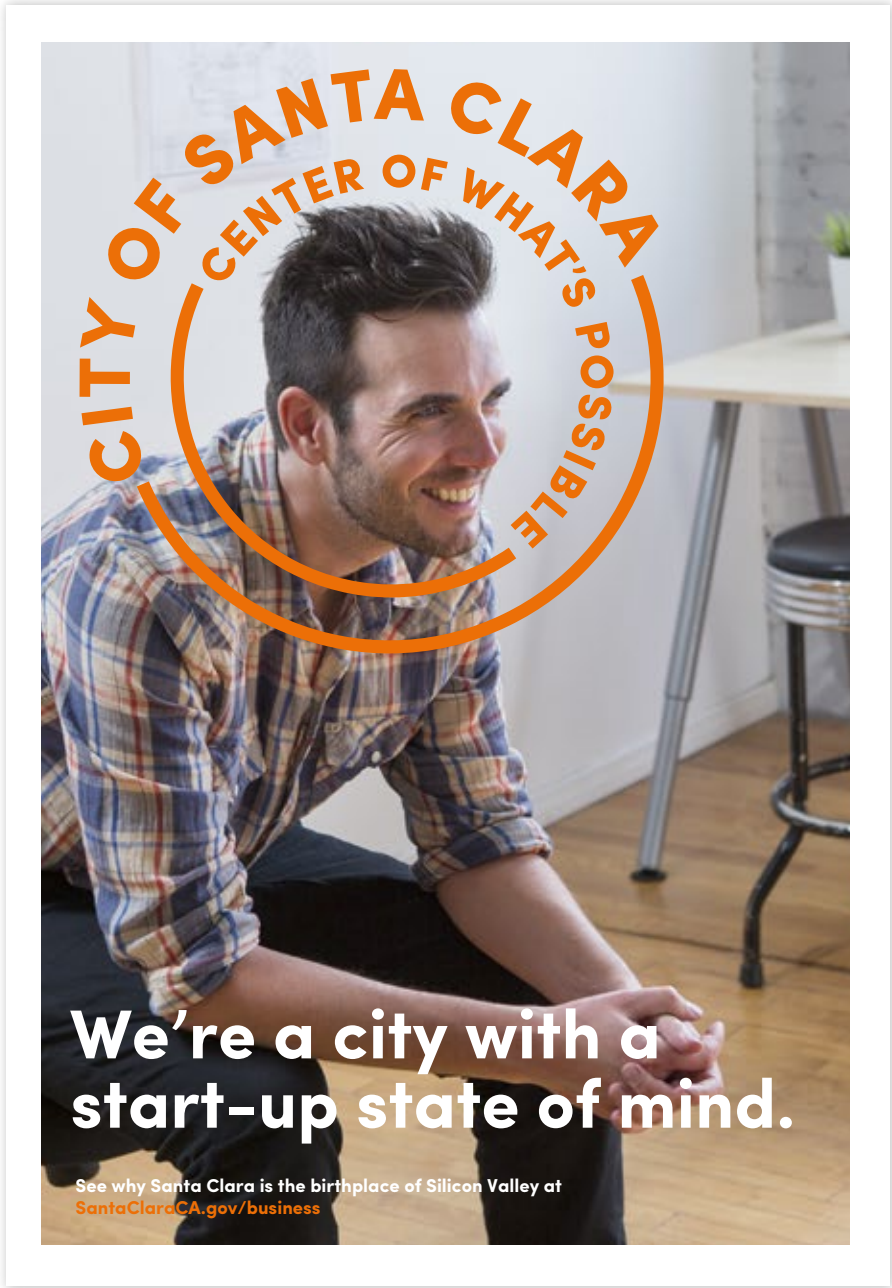


Residents

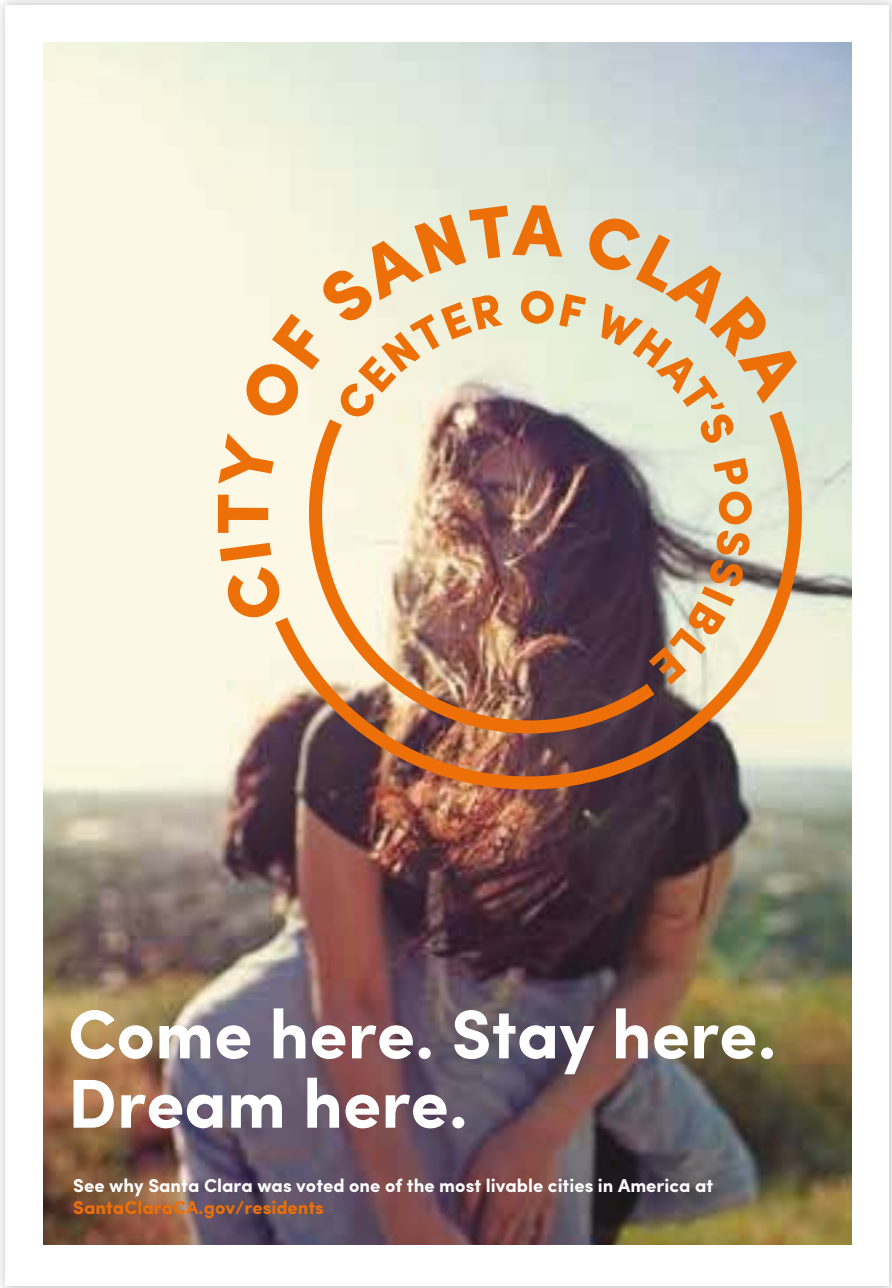


Visitors

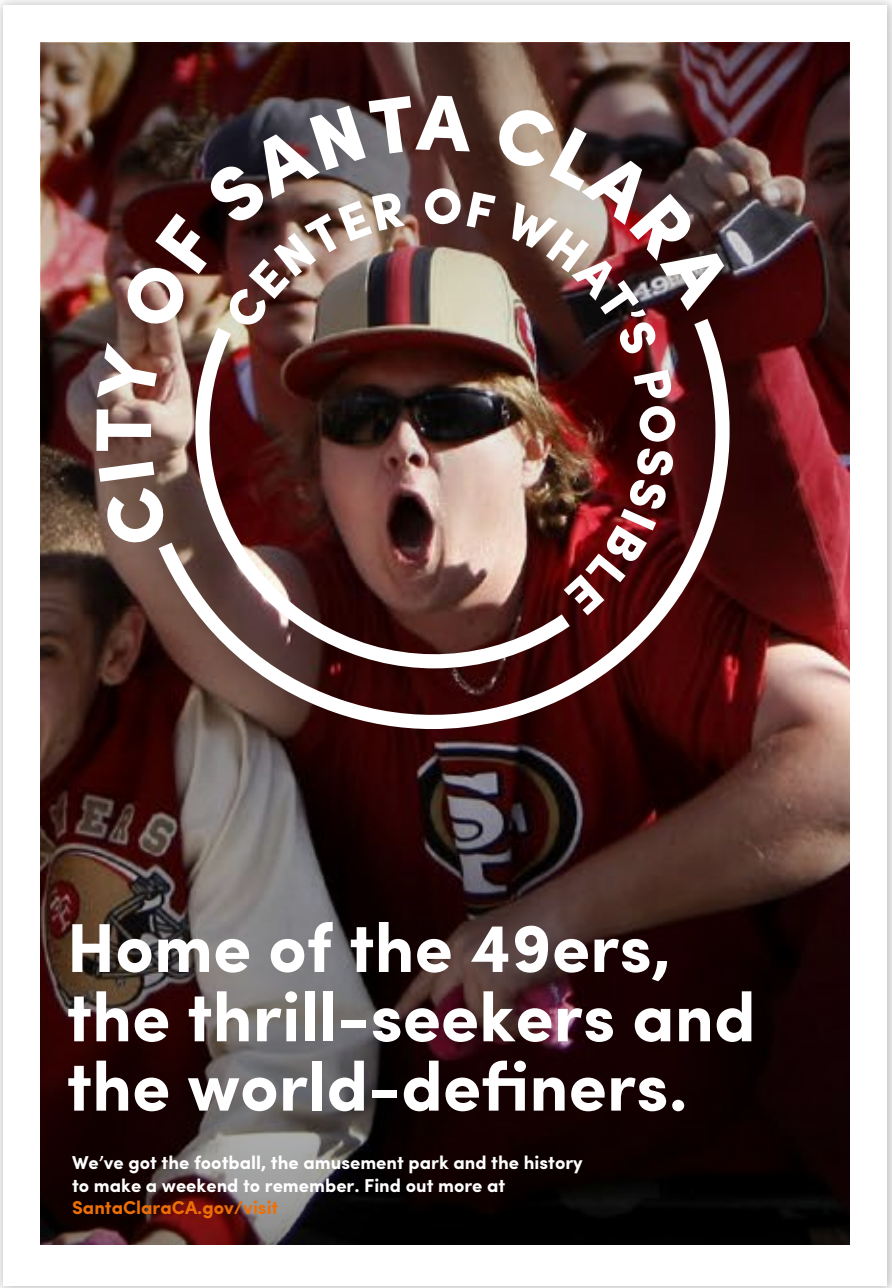
POSTERS FULL FRAME PHOTOS



Business

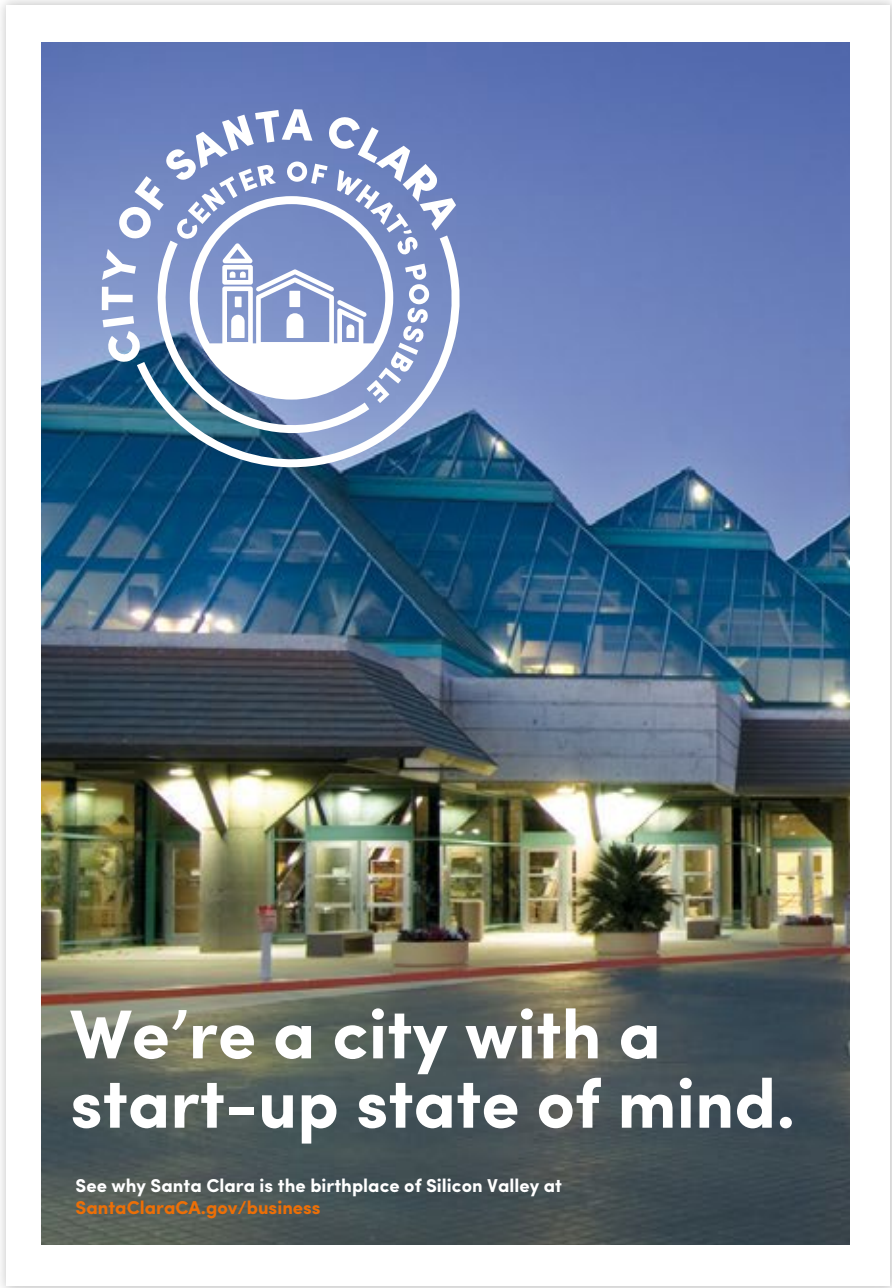


Residents



Visitors

POSTERS FULL FRAME PHOTOS



Business




Residents




Visitors

POSTERS HALF FRAME PHOTOS




We're a city with a start-up state of mind.

See why Santa Clara is the birthplace of Silicon Valley at SantaClaraCA.gov/business




Business

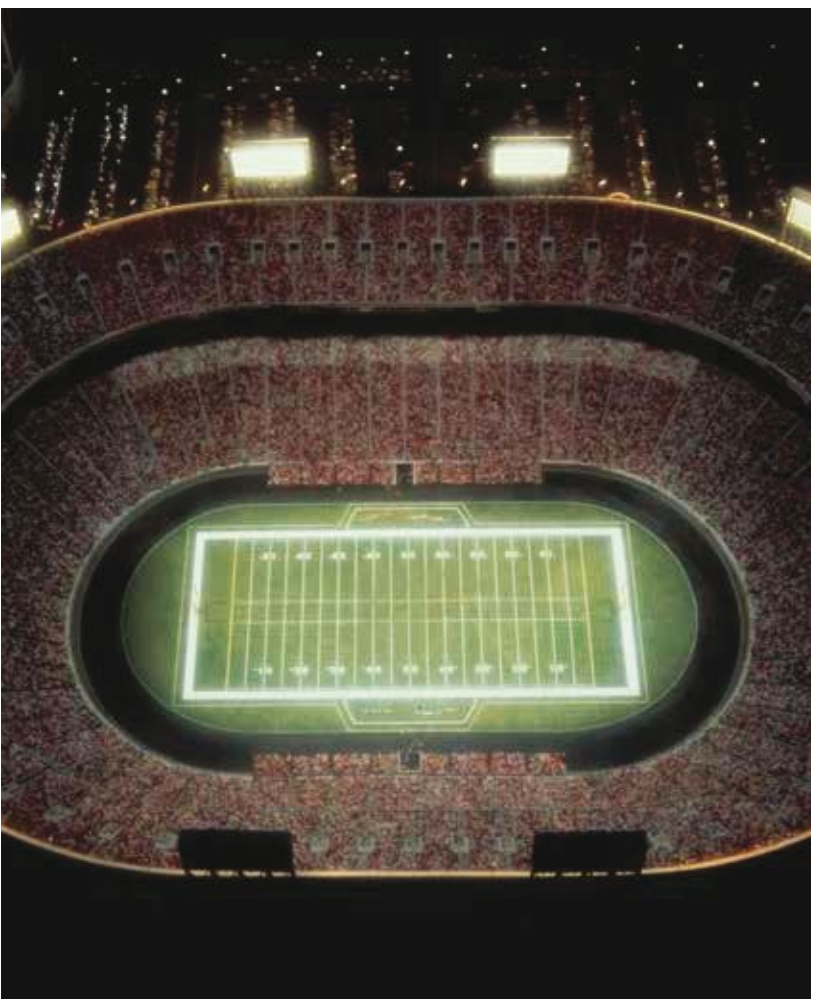


Come here. Stay here. Dream here.

See why Santa Clara was voted one of the most livable cities in America at SantaClaraCA.gov/residents




Residents



Home of the 49ers, the thrill-seekers and the World-definers.

We've got the football, the amusement park and the history to make a weekend to remember. Find out more at SantaClaraCA.gov/visit



Visitors

POSTERS ALL TEXT

**We're
a city
with a
start-up
state of
mind.**

See why Santa Clara is the birthplace of Silicon Valley at
SantaClaraCA.gov/business



Business

**Come
here.
Stay
here.
Dream
here.**


See why Santa Clara was voted
one of the most livable cities in America at
SantaClaraCA.gov/residents



Residents

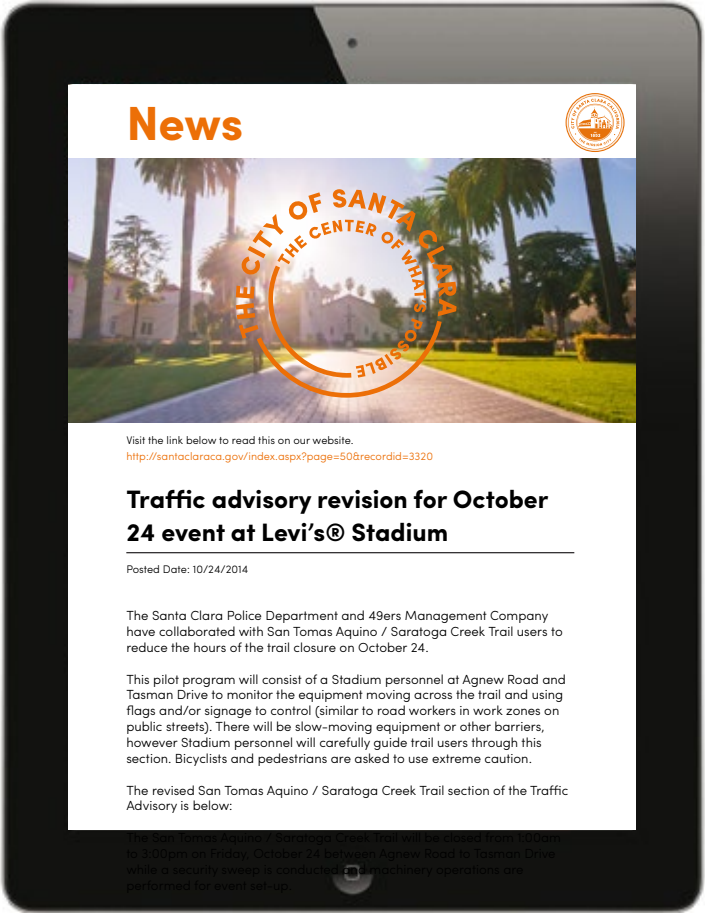
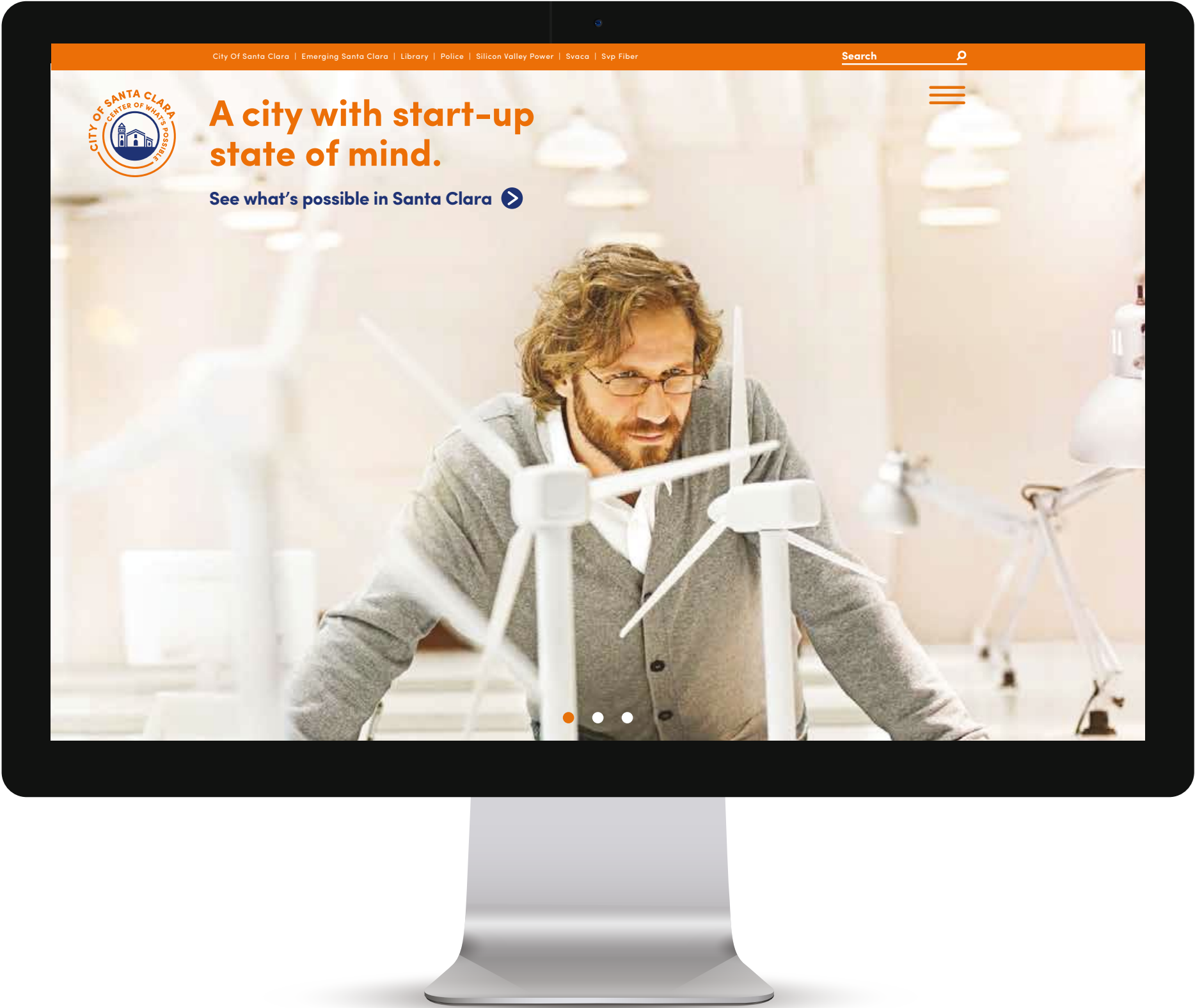
**Home of
the 49ers,
the thrill-
seekers
and
the world-
definers.**

We've got the football, the amusement park and the history
to make a weekend to remember. Find out more at
SantaClaraCA.gov/visit

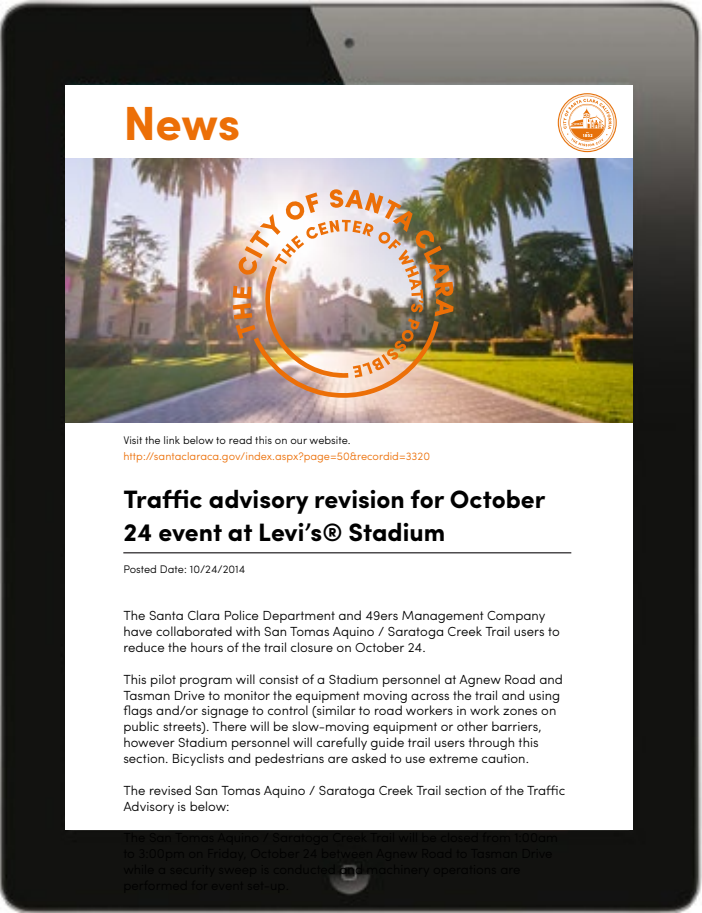
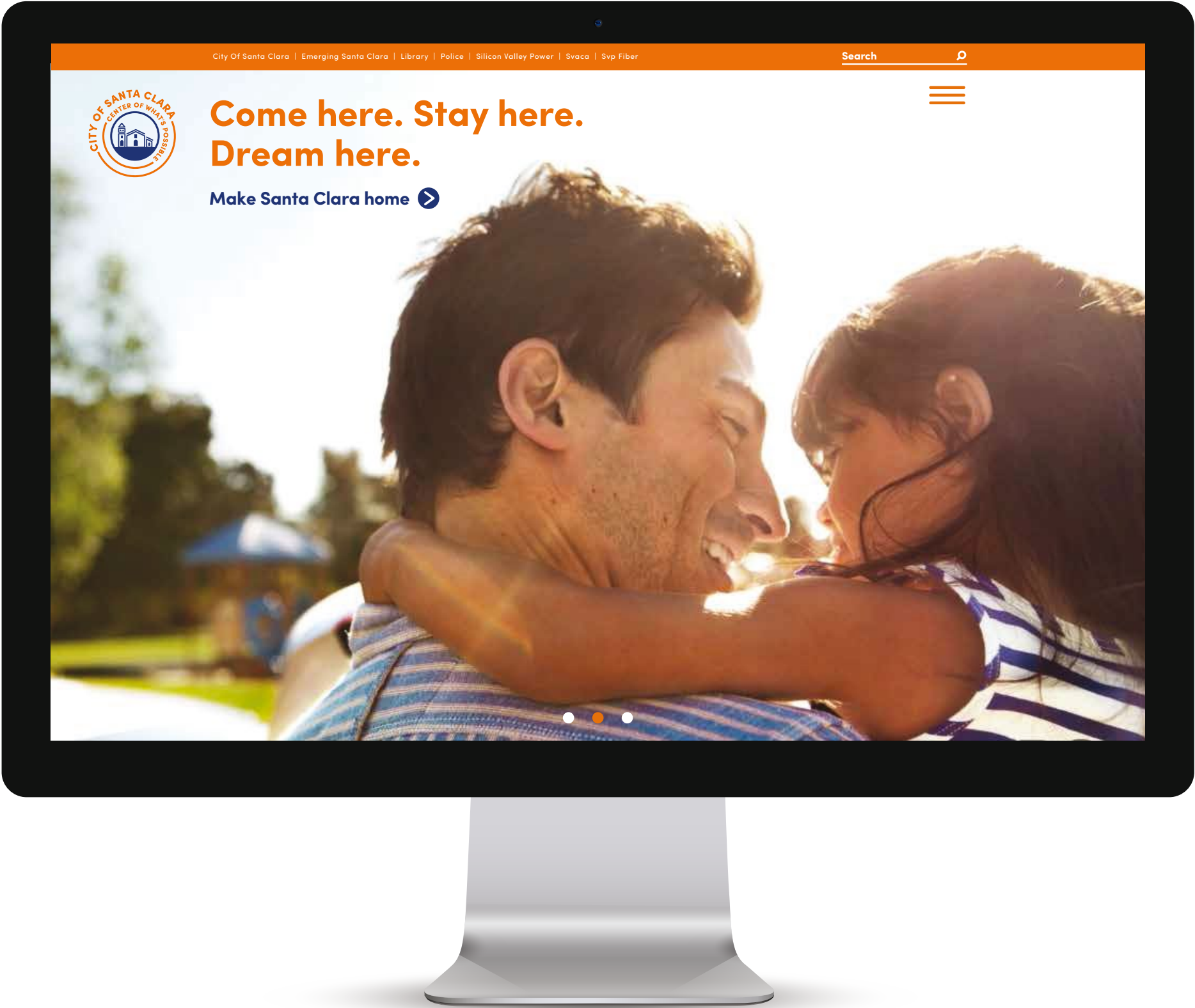


Visitors

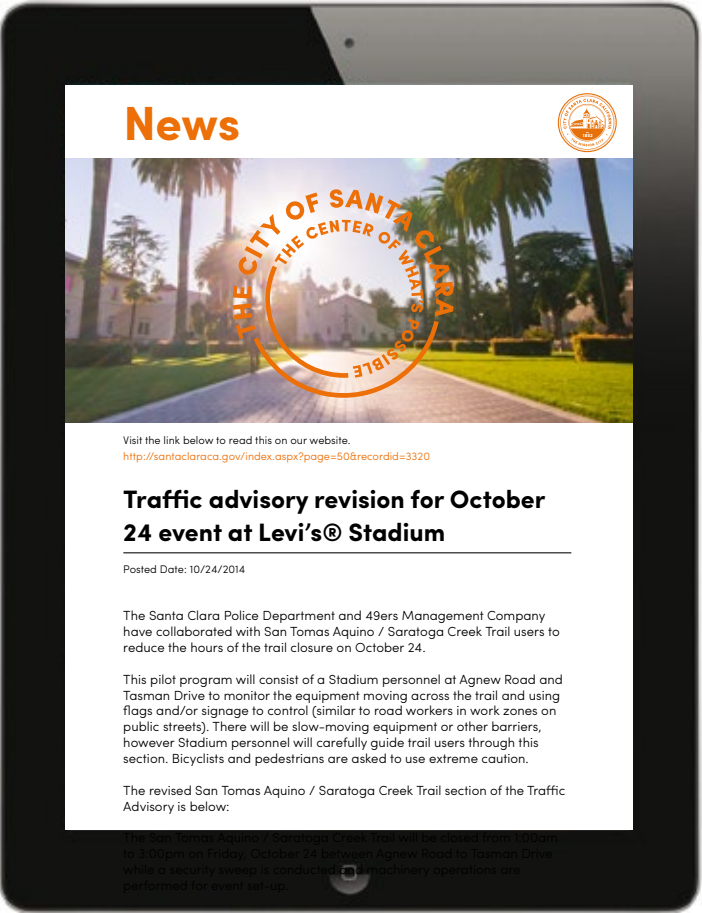
WEB BUSINESS



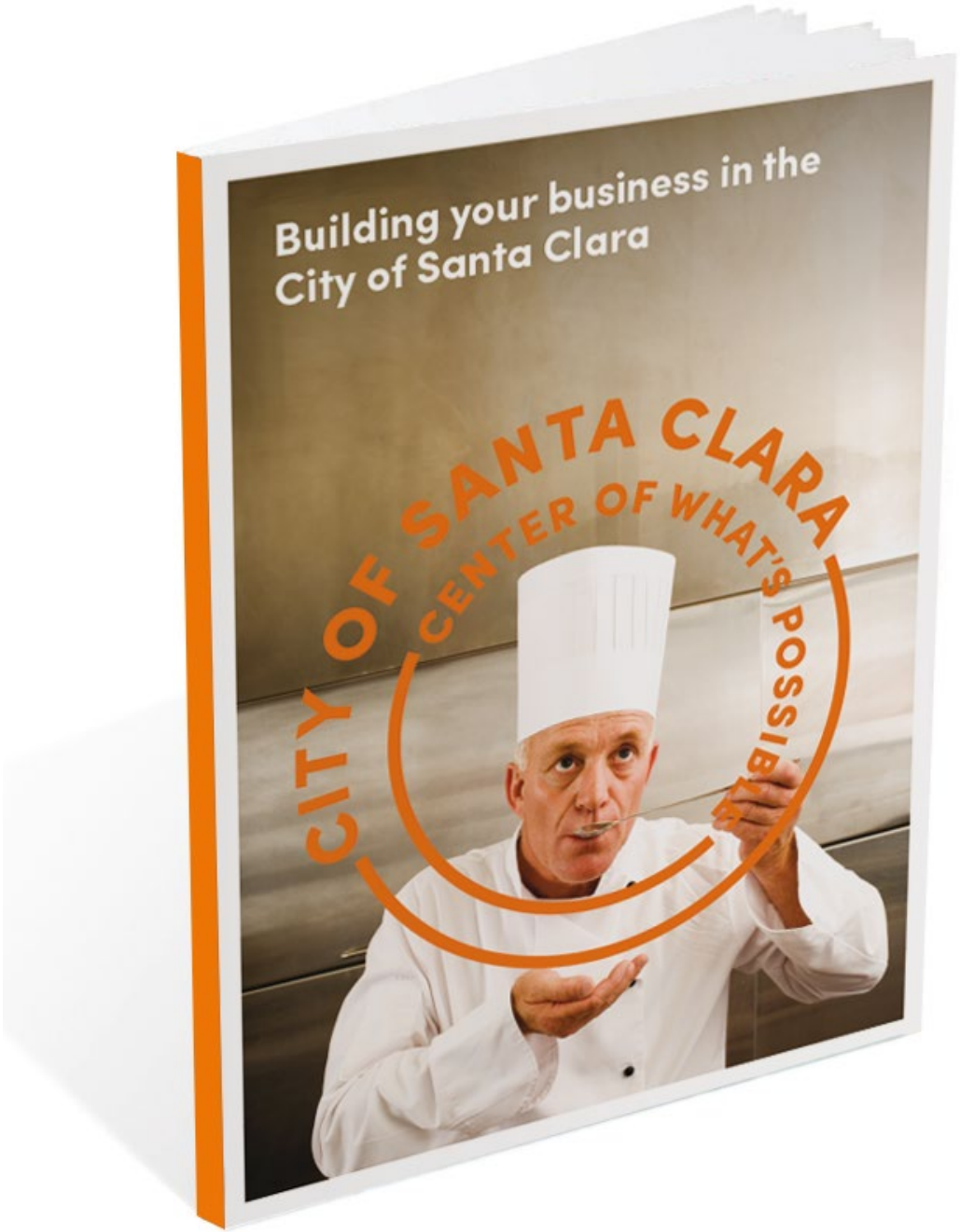
WEB RESIDENTS



WEB VISITORS



BROCHURE



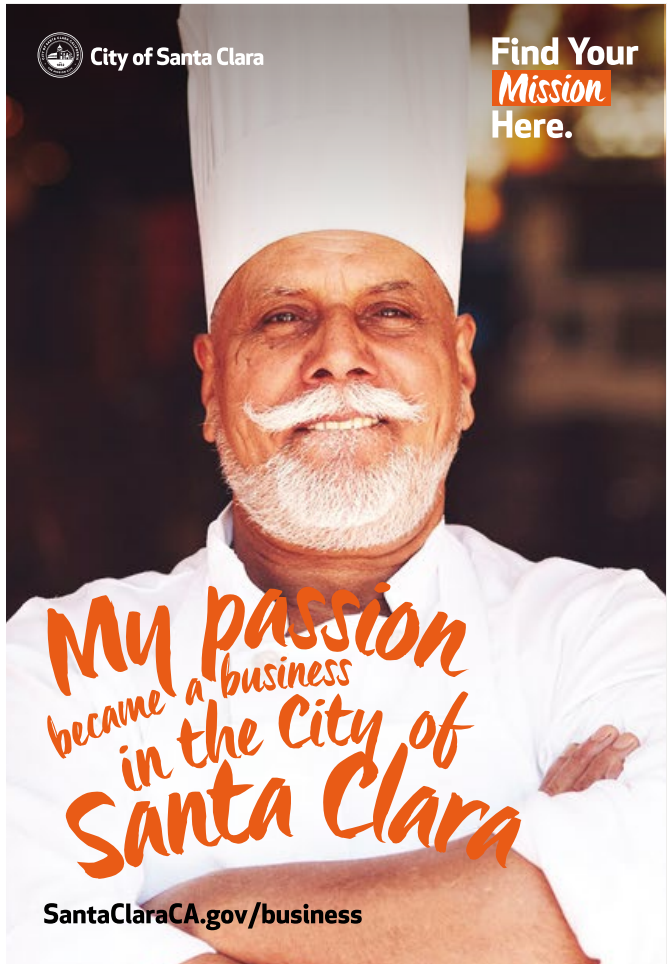
BANNER



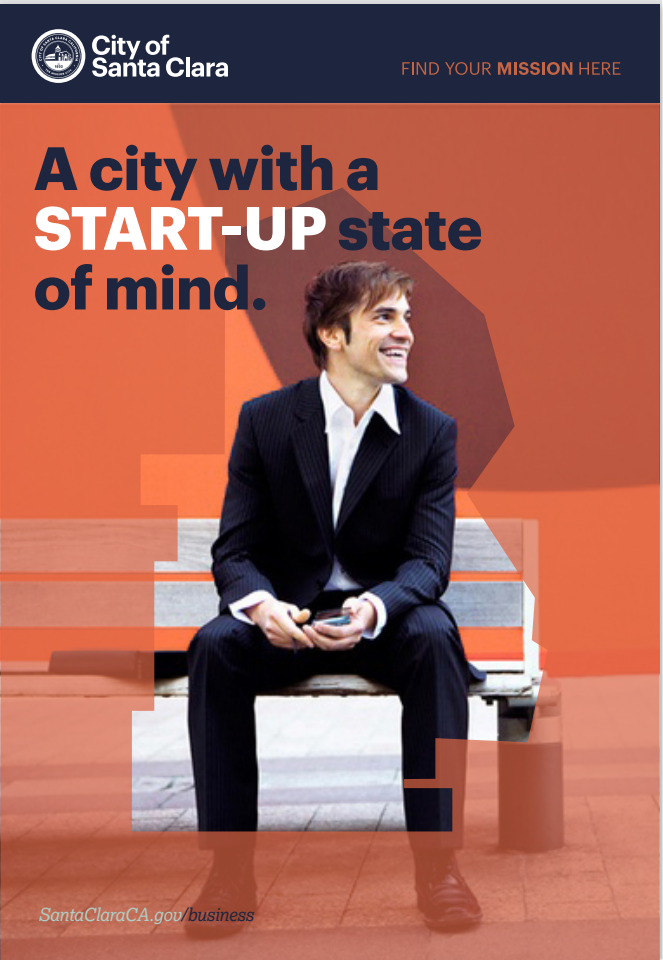
SUMMARY

SUMMARY

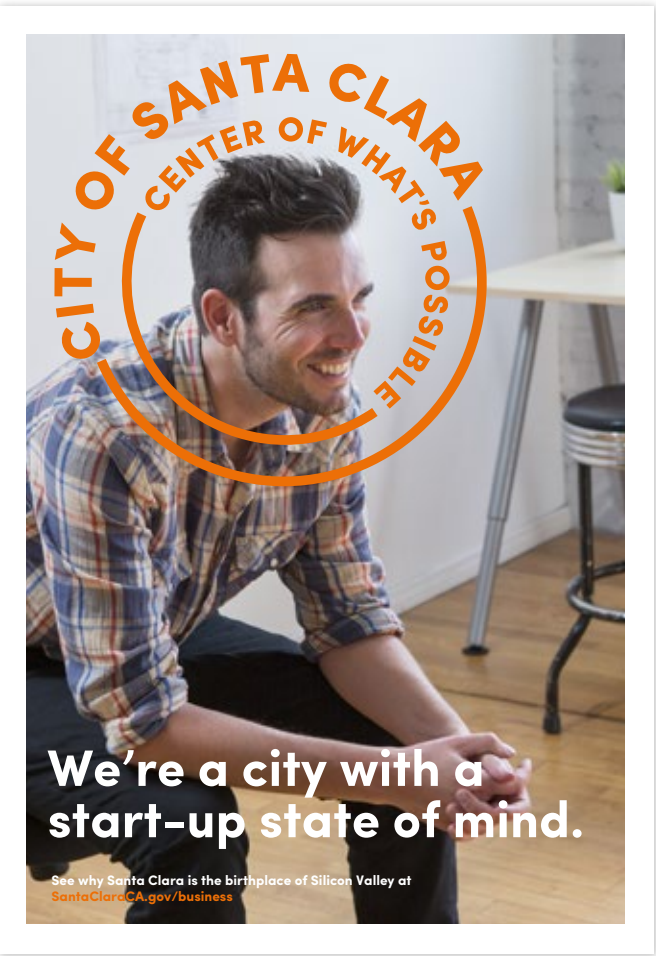
Option 01



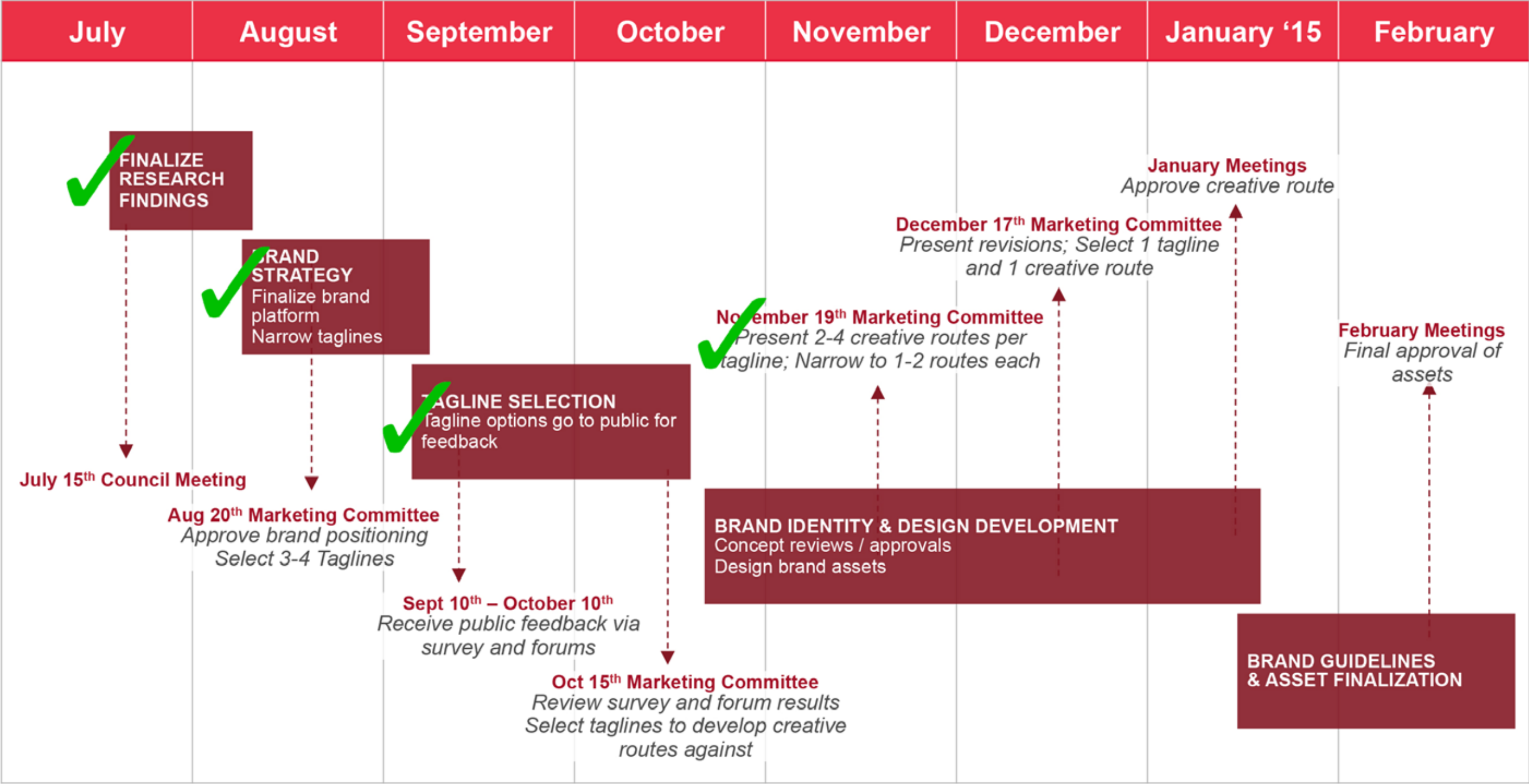
Option 02



Option 03



NEXT STEPS



THANKS

